

#GCI CHURCH HACKS

Local Congregation Branding

Part of being a healthy church is consistent communication. To support our local congregations, we have developed a local congregational branding kit. These resources are a starting point that can be edited and developed to reflect the unique context of each of our congregations.

For templates, logos, downloadable files, and the GCI Local Branding Guide, visit:
<https://resources.gci.org/local-branding>

WHY?

You may be wondering, why should branding be a part of my ministry?

- A few key reasons are listed below:
- Branding is more than a logo or a name; it tells your corporate story.
- Branding promotes recognition and helps people identify your core values. It helps your guests and neighbors identify and know who you are.
- Branding also creates alignment and connection between our members locally and denominationally.



HOW?

Your next question might be how can I best use this resource?

- Some next steps would be:
- Consider your congregational mission, values, and your target community. What changes would you need to make that could contextualize these resources to reflect your unique identity?
 - In editing, make sure to maintain alignment. For example, keeping the color pallet but changing icons that might represent your local context, or keeping the identity words but adding examples of how your congregation specially lives out these values.
- Identify your creative leaders who could help edit and develop the resources for your congregation.
 - Invest in software to edit the materials and make them your own.

