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# EKKLESIA 360 BRANDING

Unifying your ministry's strategy,  
brand and web presence.

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# LET'S BUILD A BRAND



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# START WITH STRATEGY



Aaron U. | High Desert Church

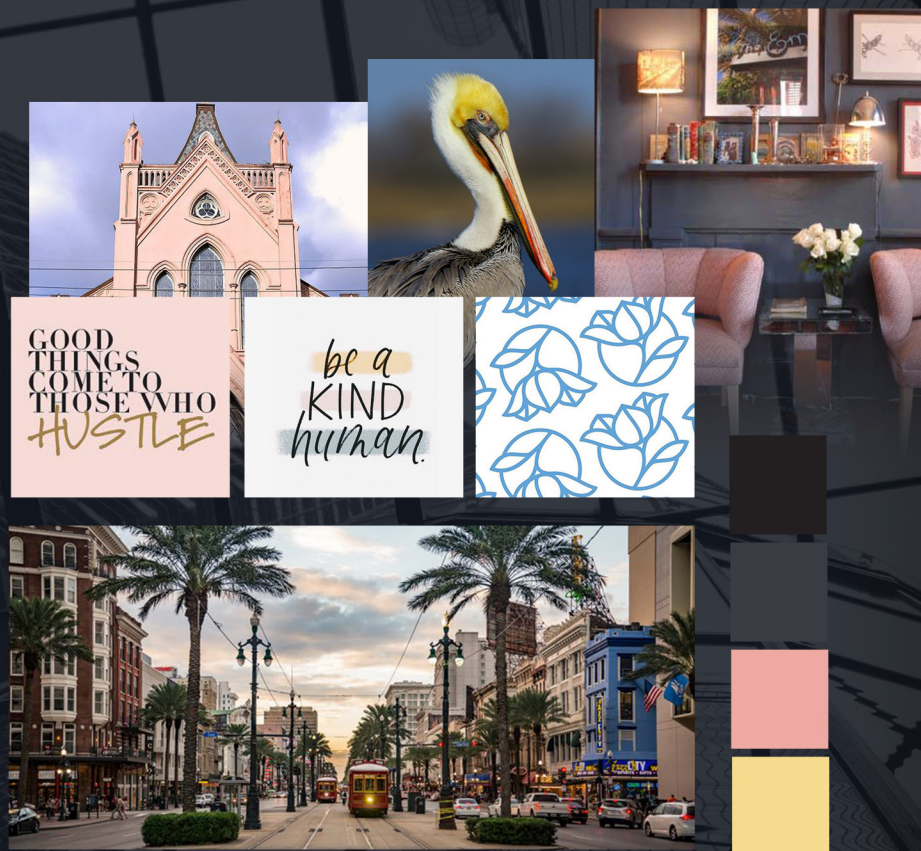
The foundation of your brand starts with our Pro Strategy Project. A strategist will join your team to go through a series of audits, phone calls, and screen shares to help you define ministry goals and discuss best practices in creating your church's online strategy. Our goal as your ministry partner is to help create a web strategy that facilitates growth in each individual of your community.

- PSP Documentation
- Technology Audit
- Qualitative Audit
- Quantitative Audit
- Critical Paths
- Key Page Layouts
- Custom Site Map



# ADD GOOD DESIGN





## Discovery Process

Each ministry has a purpose and story to tell. In this phase, we will give you our Brand Discovery Survey and discuss your ministry's core values and differentiators.

## Mood Boards

In this process, we collect visual elements and present 3 design directions. Each mood board includes a compilation of inspirational elements such as color, photography, logos and typography. Once a direction is chosen, we can begin to work through your new identity.

### DELIVERABLES

- Brand Discovery Questionnaire
- 3 Mood Boards Directions





Bayview Glen  
Church



First Baptist Church  
of Camden



## Custom Logo

During this phase, we will create 3 design directions for your custom logo. In the end, you will have a design that represents your ministry as well as all the files you'll ever need to update print and web.

### DELIVERABLES

#### → Custom Logo

3 Directions + 2 Revisions

Vertical and horizontal logo for light and dark background.

Logo mark for light and dark background.

File Types: .ai, transparent .png, .pdf and .eps files







Brand Style Guide  
Summer 2019



ant Black for bold Headings.

**Kk Ll Mm  
Xx Yy Zz**

Crimson Bold for headings.

**Kk Ll Mm**

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

OPEN SANS LIGHT [Download >](#)

A sans serif font designed by Ascender Fonts. Use Open Sans Light for all your body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

#### APPLICATION

##### LOGO FONT

The logo uses both Kant Black (EPISCOPAL CHURCH)

##### WEBSITE FONT

All three fonts can be found on G...  
designed by the Ekklesia 360 team  
fectly match the new branding.

Oo

20

#### ONS

logo style. This logo can be used on light backgrounds and

**TRINITY**  
EPISCOPAL CHURCH



**TRINITY**  
EPISCOPAL CHURCH



#### VERSIONS CONTINUED

##### SECONDARY

This version of the logo can be used on dark backgrounds or dark images.

**TRINITY**  
EPISCOPAL CHURCH



**TRINITY**  
EPISCOPAL CHURCH



12

13

## Style Guide

This .pdf “rule book” will include an overview of each element within your brand’s design as well as how to use each element. Referring to this guide will ensure consistency from Sunday morning slides and Facebook posts to bulletins and business cards.

### DELIVERABLES

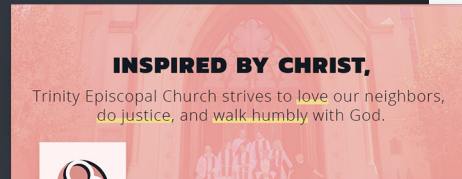
- Strategy Recap
  - Overview of mission, vision and values.
  - Overview of strategy goals.
  - Importance of staying “on-brand”
- Custom Logo Guidelines
  - Lockup
  - Misuse
- Fonts\* + Guidelines
  - Logo fonts
  - Font misuse
- Color Palette Guidelines
  - Color hierarchy
  - Color misuse
- Image Guidelines
  - Recommended image styles
  - Image misuse

\*Font licensing may be an additional cost.



# PUT IT INTO PRACTICE





## Print

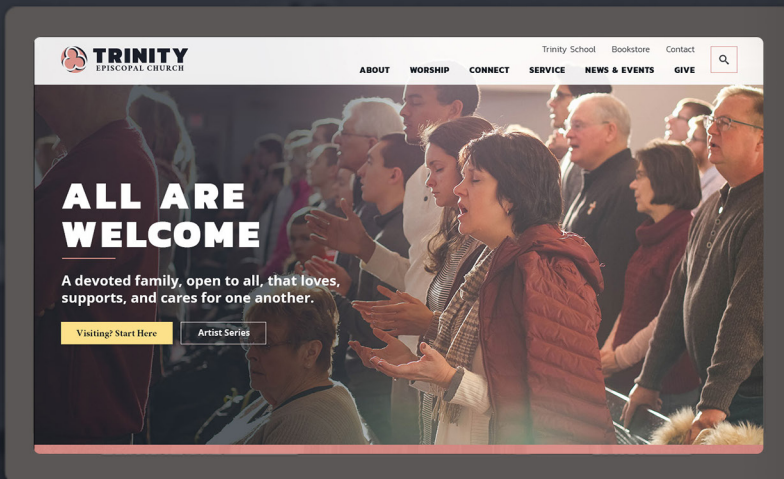
During this phase, we will create 1 design direction for your custom business card, letterhead and envelope. Let us know if you have a specific printer in mind and we will download their templates to ensure your trip to the printer is easy.

## Web

Your website is often a first introduction to your church. During this final phase, we will get your web presence updated to match your new brand.

## DELIVERABLES

- Business Card, Letterhead and Envelope Templates  
1 Direction + 2 Revisions
- 2 Social Media Graphic Updates  
ex: Facebook and Twitter avatar/and timeline photos
- Updated fonts, site colors, font and logo.



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# I'M READY

## LET'S DESIGN SOMETHING GREAT!

Connect with us to get started on  
an Ekklesia 360 Branding Project.

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