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MORE THAN A LOGO

Building and strengthening a brand identity for your church that people recognize, trust, and want to be a part of

HI! WE ARE...

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SESSION OBJECTIVES

Alignment matters

- Understand what a church brand really is
- Identify your church's brand strengths & gaps
- Learn the 5 pillars of strong church branding
- Leave with a practical action plan

WHAT IS A CHURCH BRAND?

A church brand is NOT just a logo.

It is:

- Your identity
- Your reputation
- Your culture
- Your experience

“Your brand is what people say about your church when you’re not in the room.”

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WHY BRANDING MATTERS

- Builds clarity
- Builds trust
- Strengthens outreach
- Increases retention
- Aligns leadership & volunteers

BIBLICAL FOUNDATION

Matthew 5:16 — Let your light shine

Habakkuk 2:2 — Write the vision plainly

1 Corinthians 14:40 — Do things decently and
in order

Clarity honors God. Excellence serves people.

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THE 5 PILLARS OF CHURCH BRANDING

- Mission & Vision
- Visual Identity
- Voice & Messaging
- Church Experience
- Digital Presence

MISSION AND VISION CLARITY

Mission = Why we exist
Vision = Where we are going
Values = How we behave

Ask:

Can members repeat it?

Is it simple?

Is it memorable?

VISUAL IDENTITY

Your visuals communicate before you speak.

Includes:

Logo

Colors

Fonts

Website

Social media

Signage

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VOICE & MESSAGING

Your tone should be:

Consistent

Authentic

Clear

Where consistency matters:

Sermons

Website

Social media

Emails

Guest follow-up

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CHURCH EXPERIENCE

Brand is reinforced by experience.

Parking lot
Welcome team
Worship
Children's ministry
Follow-up

Experience must match message.

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DIGITAL PRESENCE

Your website is your new front door.

Must include:

Service times

Location

Clear next steps

Online giving

Sermons

Social media should:

Show real community

Highlight testimonies

Communicate consistently

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PRACTICAL STRATEGY

- Step 1: Brand Audit
 - What would guests say about us?
- Identify Gaps
 - Common gaps
- Create a Brand Guide
- Train Your Team
- Digital Presence

COMMON MISTAKES

- Copying other churches
- Inconsistent messaging
- Overcomplicated mission
- Ignoring digital presence
- No follow-up system

MEASURING SUCCESS

How to Measure Brand Health

Ask:

Are visitors returning?

Are members inviting others?

Can members state the mission clearly?

Is engagement increasing online?

Clarity = Strength

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FINAL CHALLENGE

Branding is not about being impressive.

It's about being intentional.

A strong church brand:

Clarifies calling

Strengthens unity

Amplifies mission

Honors God through excellence

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Q & A

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