

Welcome

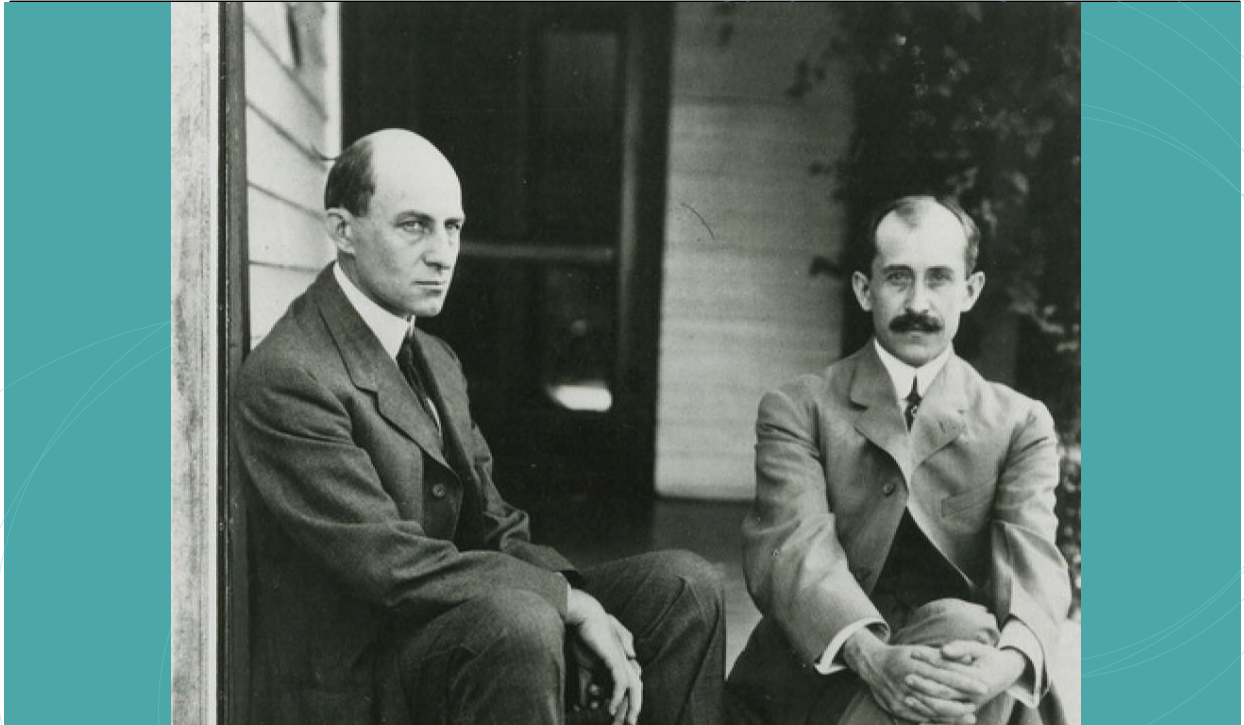


Wright Brothers



What is your scope of influence?

Have you ever considered what a marvel flying is?
These men were the early influencers of flight.



Wilbur & Orville were great leaders who ultimately changed the world through air travel.

But without being well-known or having great resources or charisma.

In fact, in the early 1900s, they were not the only inventors trying to figure out flight. Others had more money, more opportunity and were more connected to the great minds of the day.

However, The Wright brothers fought through great adversity and challenge - never quitting.

Even crashing 3 days before their successful flight, they never gave up.



120 years ago – on December 17 the Wright brothers flew an airplane 852 feet in a 59-second flight.

These two ordinary guys had limited resources, and limited experience limited qualifications, yet, they had a passion for flying.

As we look at the task in front of us, we have limited resources, knowledge and experience, yet God blesses those with a humble passion for Him and a perseverance to proclaim His message.



Their ingenuity and curiosity ultimately connected the world.



In 120 years, 852 feet reached 274 trillion feet (52 million miles).
That's how many feet airplanes travel in one year, today.

How far will your passion reach?

How far will our testimony for Christ reach?



How far will it fly?



Some went straight down, some curved around and behind you, and some flew far. A better understanding of techniques and principles and having more time to spend would have helped us send our airplanes further.

- Good center of gravity
- Uniformity on each side of the wings and tail
- Clean quality folds
- Concentration and focus

Your time is often limited and money scares...

You may feel like you have very few resources to proclaim your message.

You may feel like what you have just won't fly in this digital age we live in.

We would all agree we want to show the excellence of our God to the communities we serve.

We want to help give you some tools to *reflect Christ better*.

And by the way, the Guinness Book of World Records longest paper airplane flight is 289 ft 9 inches, in 2022

How far will you reach?



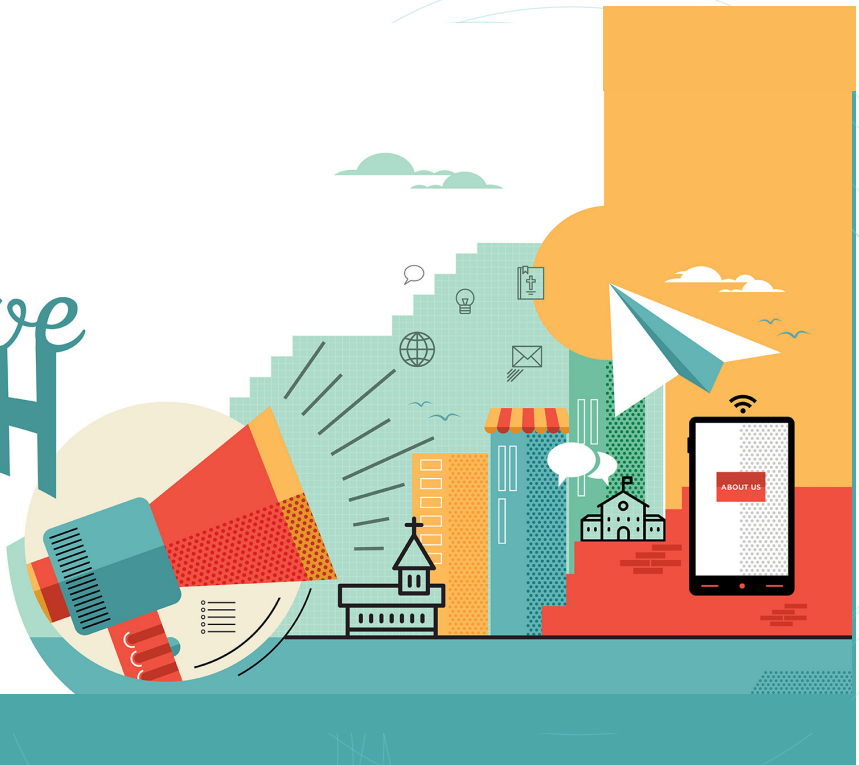
REFLECT CHRIST BETTER



The goal is to reflect Christ better.
Col 3:17 and 1 Cor. 10:31



Creative
REACH





Marketing

Marketing is serving people.

Being a servant to others so they may achieve their highest potential for God's unique glory.

We know that starts with salvation through Christ's finished work.



How can we serve people before we meet them?

How can we start that process of helping people reach their potential for God's glory and their ultimate good?
Where does that process start?

Marketing

Serving people

Branding & Design

Branding and Design is the tangible evidence of serving people and creating in-roads to relationships.

Build rapport making them aware
Provide value by helping a frustration
Showing love by expressing empathy
Offer support by understanding

Serving people through visual messaging can have a positive influence.
The Lord can use those touches.

One story...

A family stopped at a gas station close to the church and saw a sign that was promoting its services.

From that sign, they ended up coming to a service. God brought a family and through that a husband and wife got married

And are now serving faithfully in the church body.

Branding and design can and will impact someone before you even met them.

This is how branding and design allow us to **influence** and **impact** our audience.



What is the front door of your church?



You have heard visitors say, "I searched for a church online."
Or "I visited your website and decided to visit in-person."

Your website IS the front door of your church.



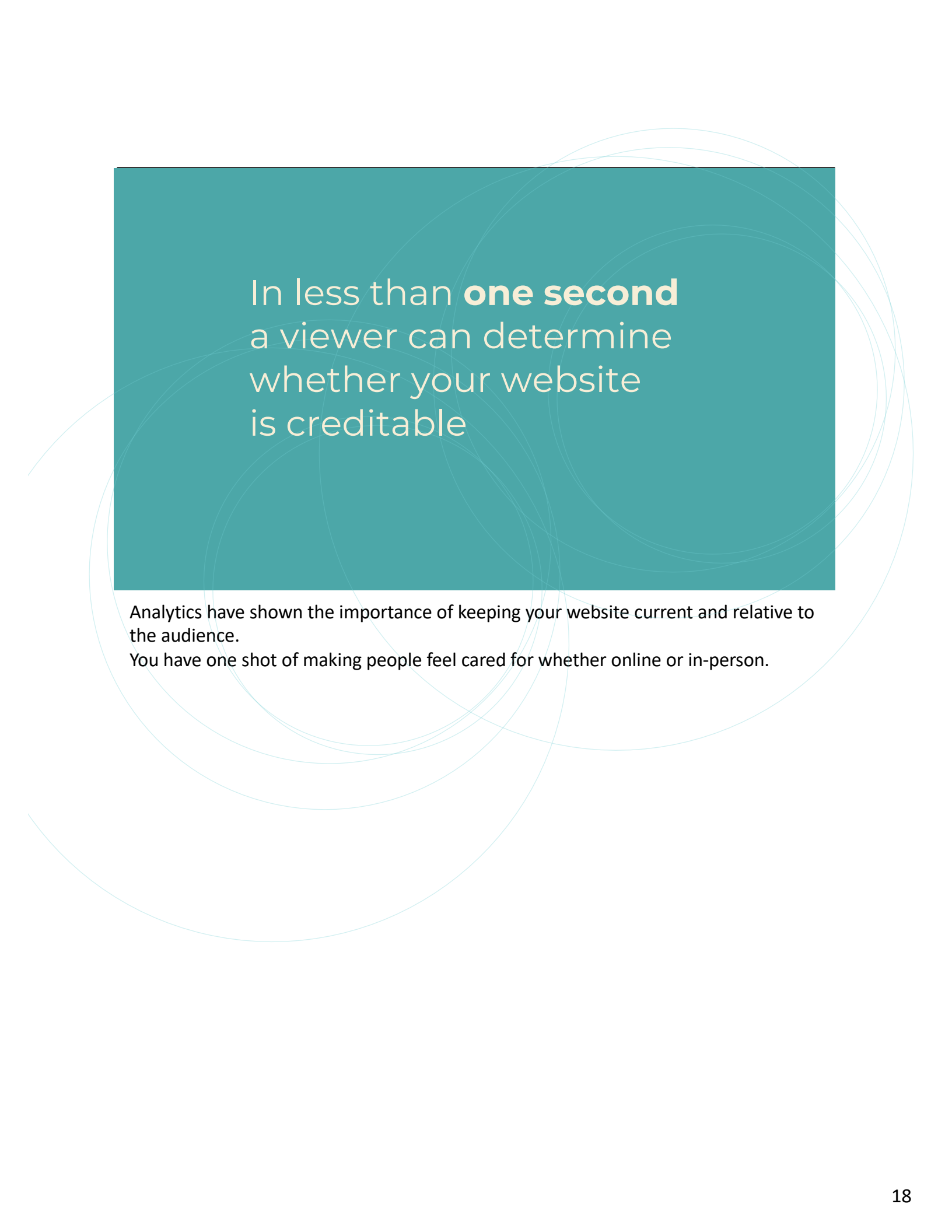
80%

New visitors went to
the website before
visiting in person

How are we helping build rapport, provide value, show love and offer support on your website.

Making your website a resource brings value to your audience (the community you serve).

And shows the love of Christ better through you... For God's glory!



In less than **one second**
a viewer can determine
whether your website
is creditable

Analytics have shown the importance of keeping your website current and relative to the audience.

You have one shot of making people feel cared for whether online or in-person.

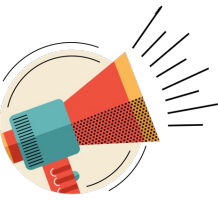
REFLECTING CHRIST BETTER

All our communications

- Welcome packet
- Instagram post
- Bulletin
- Pre-service slide deck
- Invite flyer
- Facebook ad
- Door hanger

How should we think about it in a big-picture sense?

Design



Design is simple problem-solving that develops a solution that is functional, effective, efficient, and appealing.

It's commonly seen in different disciplines and practices like

Industrial design

Interior design

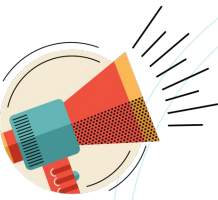
Architectural design

Web design

But graphic design can be boiled down to one ultimate mission.

What is **Graphic Design**?

Communicating visual messages



Just as we communicate with a person face to face.

Visual communication is also building relationships through perceptions (a mental –and emotional– impressions)

Graphic design is the gateway by which your church displays its message to its audience.

Proclaiming your ministry to your community.

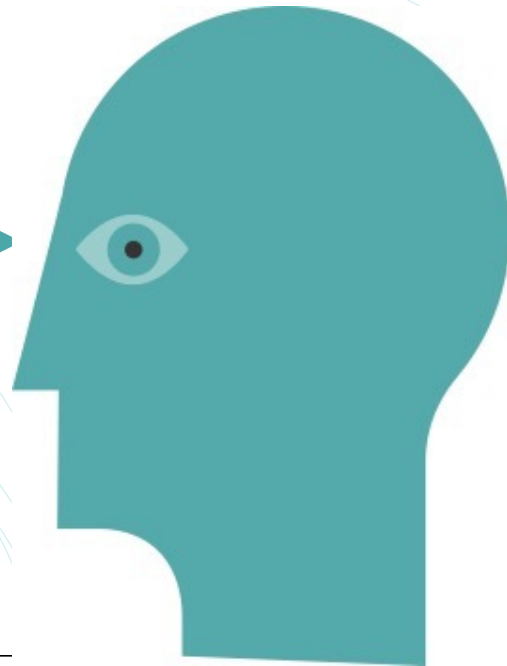
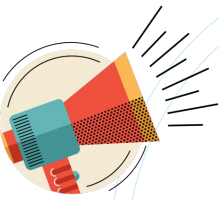
And we ask our audiences to interpret the messages and attempt to make sense of them.

Visual communication helps them process that information faster.

Visual information gets to the brain faster than text



60,000 TIMES FASTER



Modern society is overwhelmed visual communication.

I was recently looking at some old advertising that I found my great-grandfather used in his business in the 1930s

OPEN FOR BUSINESS
CHARLES ROCKWELL & Co. Inc.
 Oldest Seed, Feed & Fertilizer
 Dealer in Westchester County.
 EST. 1863

ANNOUNCES the OPENING
 OF A
BRANCH OFFICE & WAREHOUSE
 AT
PLEASANTVILLE, N. Y.

In The Same Location Formerly
 Occupied By Hall Brothers At Marble Avenue
 PHONE: PLEASANTVILLE 2-2526

Beacon Feeds & Beacon Dog Food
 Park & Pollard Lay or Bust Feeds
 Fertilizers -- Lawnseeds -- Garden Supplies

STORE HOURS: WEEKDAYS 8-5 - SATURDAYS 8-12
 (Both Offices) No Deliveries on Saturdays

CHARLES ROCKWELL & Co. Inc.
 MAIN OFFICE
 400 No. MacQuesten Parkway, Mount Vernon, N.Y. - MO. 8-9596

Wake up your Sleepy Lawn with
Scotts Lawn Seed



Rouse your lawn with a sowing of
 Scotts Seed and enjoy velvety green
 grass all year. Vigorous growing
 Scotts Seed is triple cleaned and
 99.91% weedfree.

Sunny Lawn 1 lb.—69c 3 lbs.—\$2.00
 5 lbs.—\$3.25 10 lbs.—\$6.25

Shaded Lawn
 1 lb.—79c 3 lbs.—\$2.30

Scotts Bentgrass (builds lawns like
 putting greens)
 1 lb.—\$1.75 3 lbs.—\$4.95

Charles Rockwell & Co., Inc.
 400 N. MacQuesten P'way, Mt. Vernon
 Phone MO. 8-9686 - YOn. 3-3710

How things have changed.

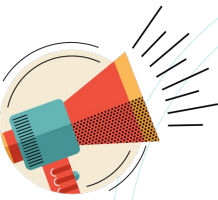
All text ads in the 1930s and 40s —with some clip art added ☺

No websites or apps to drive engagement, no social media advertising to present an impulse buying opportunity. Providing all the information possible on

A given ad space.

Now we drive interest through visual vibrance and emotional stimulation. Using action words that are audience-centric.

**Visual communication
that conveys a clear message
to a specific audience
to produce a specific effect**



This is Graphic Design defined



What makes this so difficult?

This seems straightforward

However, now, with all these channels of communication there are millions of messages.

And those with a message want you to buy in.

Every day individuals view so many messages coming into their lives. They are constantly deciding which relationships they want to build.



The noise of the world's messages are thunderous and deafening.



Brands constantly try to persuade and influence us to buy their products.



5,000
messages a day!

It has been estimated we are exposed to 5,000 messages a day.
At some point, all these messages become noise in our life

- Email
- Websites and their ads
- TV
- Billboard
- Social media
- Direct mail
- In-store displays
- And on and on

We have the greatest message of all, so we must be there to tell it.

The messages that break the noise are ones that are consistent, concise, thoughtful



The messages that break through the noise

Consistent

Concise

Aesthetic



Open happiness

Priceless

Sheer Driving Pleasure

Taste the Rainbow

Thousands of possibilities, get yours.

Coca-Cola

Mastercard

BMW

Skittles

BestBuy

A few examples of the world's messages.
How are they appealing – not produce, but emotion

I want to be happy
I am worth it
I deserve pleasure
I want good tasting things
I want my way

These messages are empty and corrupt.

Nurturing trust



- Importance of promotion
- Keep consistent visual look
- Be authentic and honest
- Produce with quality

How can we nurture trust through graphic design messaging?

Don't underestimate the importance of promotion.
There is a place for messages to people you don't know yet.

Keep a consistent look, If you use a designer,
don't encourage them to vary from brand fonts and colors. Stay consistent.

Be straightforward, Authentic and honest in your communication.
Presenting yourself as genuine, sincere and truthful.

Doing things with excellence (decently and in order) will develop
trust over time.



Want to?

This is not a clear message. The hierarchy of the elements are not cohesive with the message.

What's most important? Where does my eye go?

Visual communication that conveys a clear message to a specific audience to produce a specific effect

Design is used to align and organize elements, to create balance and unity, and to produce a clear outcome.

Not to create more noise.

Food & Prizes

Do you feel safe on campus?

Learn how to prevent crime & keep yourself safe.

Friday, April 2 · 12 p.m

**SAU 1200
Alumni Room**

Center for
Residence Life
R.L.T.

Example of a clearer presentation. Notice the modes of the piece.



Example of a clearer presentation. Notice the modes of the piece.

IFBF IFBF 2016 Annual Meeting

It's Still the Cross!

Evangelist Ron DeGarde
 is a graduate of Bob Jones University traveled with the Minutemen Ministries and served 2 years fulltime at The Wilds before entering into fulltime evangelistic ministry in 2002. He is a popular camp and conference speaker as well as a church revivalist.

Great Music!
Powerful Preaching!
Breakout Sessions!
Sweet Fellowship!

Pastors! Pastor's Wife! Youth Pastor's! Laymen!
Lunch Provided on Tuesday!

Monday, March 21
7:00 p.m. & Tuesday, March 22
9:30 a.m.

Southeast Baptist Tabernacle
 6835 Shelbyville Rd. ~ Indianapolis ~ 46237
 317-889-6088

There is a hierarchy here but no alignment or unity of elements. Your eye needs a clear path to absorb the information and visual elements.

Visual communication that conveys a clear message to a specific audience to produce a specific effect

Looking for a spiritual recharge?

Join us for our annual

MEN'S RETREAT

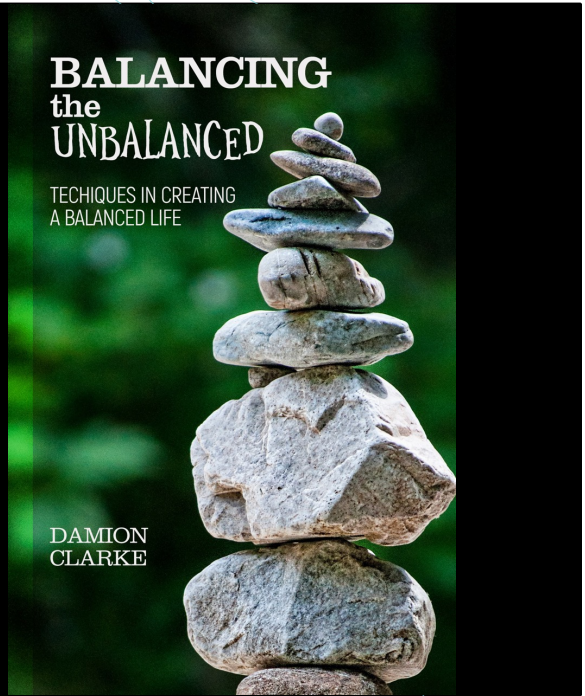
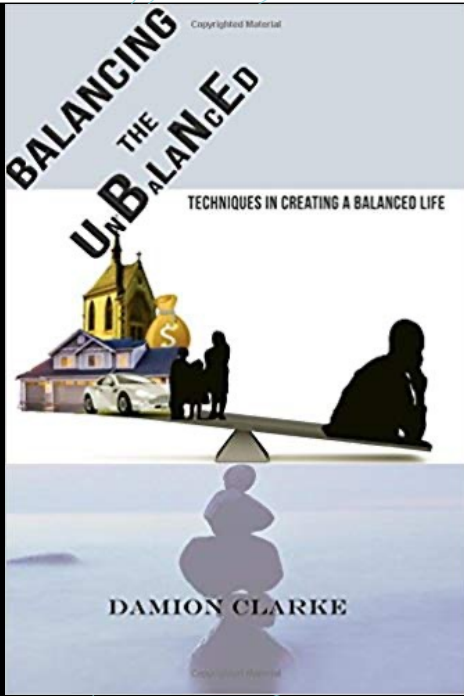
**Saturday,
NOVEMBER 2**



**REGISTER TODAY!
IBCHURCH.ORG**

Speaker:
Andy Gleiser

No extra clutter. Clean messaging. What? When? What's the value to me?





KEY PRINCIPLES

OF VISUAL COMMUNICATION

CONSISTENCY

IS RELIABLE NOT REDUNDANT

Consistency is key to design and branding.
Designer's must maintain consistency in the visual appearance.
Over time you want your audience to recognize you.

Your visual communication should be easy to spot and familiar. Building your repetition in their mind (perceptions).

Users are looking for a stable, uncluttered, organized visual
This makes you stand out from the noise
And helps re-enforce who you are

- Your logo
- Your address
- Fonts and colors
- Brand feels disjointed and unorganized.

Don't confuse and frustrate those you're trying to reach.

Fusiform gyrus

Face Recognition

Face recognition:

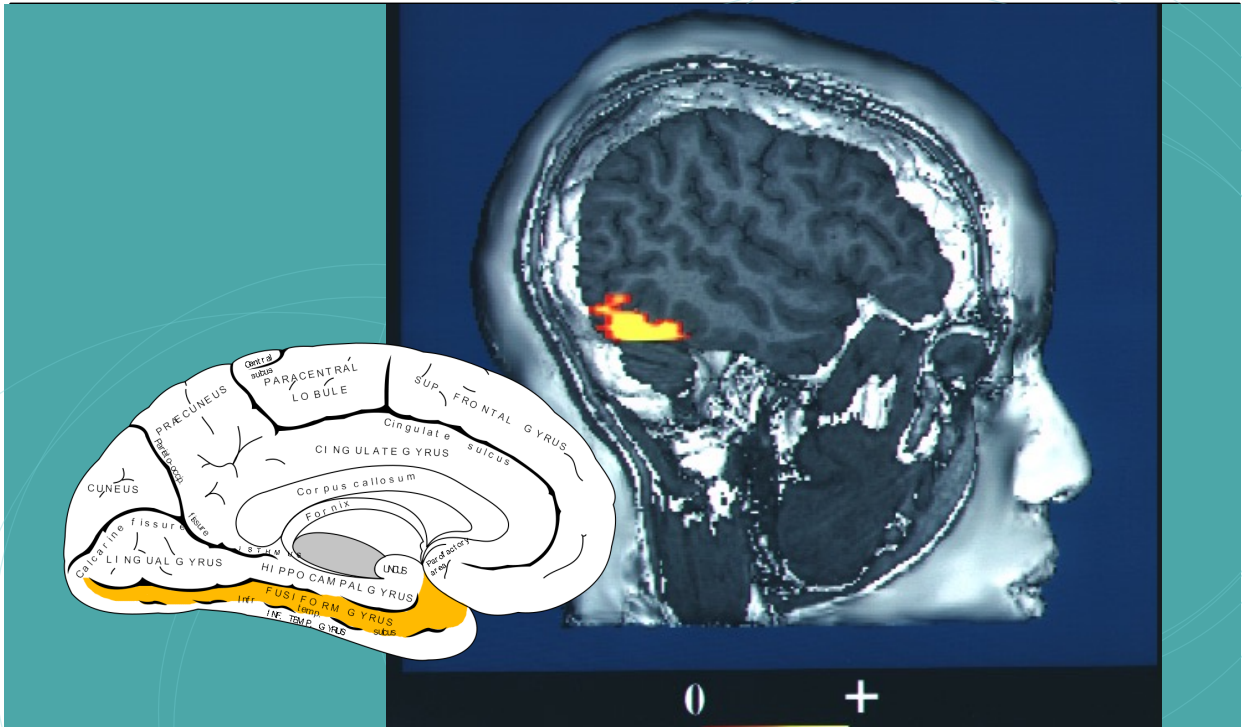
We engage in consistency in what we look at all the time.

God created this unique and magnificent ability for us to recognize other people's faces.

Based on research, it is so important that there is an area of the brain solely devoted to this task.

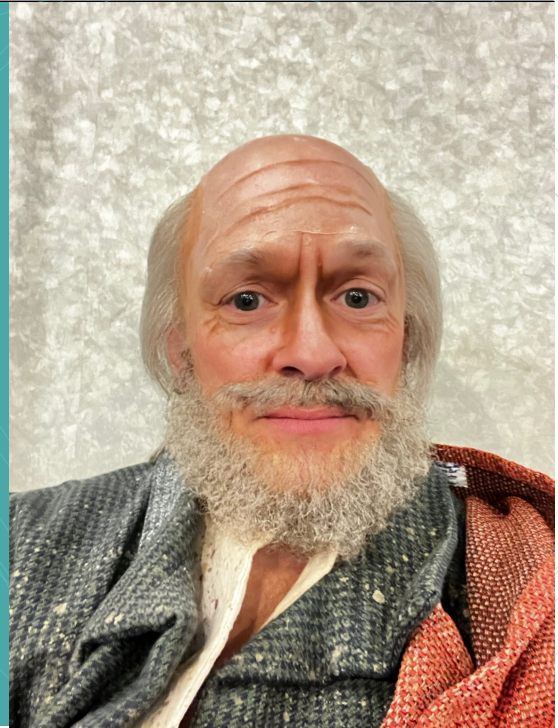
Design consistency is much like face recognition. Your brain learns the consistency to remember the visual.

Imagine if every time you saw someone you had to re-learn who they were.



AN UPSTATE EASTER TRADITION

LIVING GALLERY.



Last week I participated in our Easter production called Living Gallery. I co-worker came through the green room where everyone waiting to go on stage. I said hello to her as she passed by. She told me later; I know your voice was Mark, but I did not see you anywhere. So, I walked on by.

Consistency is built into the fabric of who we are.

WARNING

What this will mean is you might get tired of the same colors and visual identity.

Be strong, your audience is looking for a first time and with all the other messages they get they don't get tired of it.



CLARITY

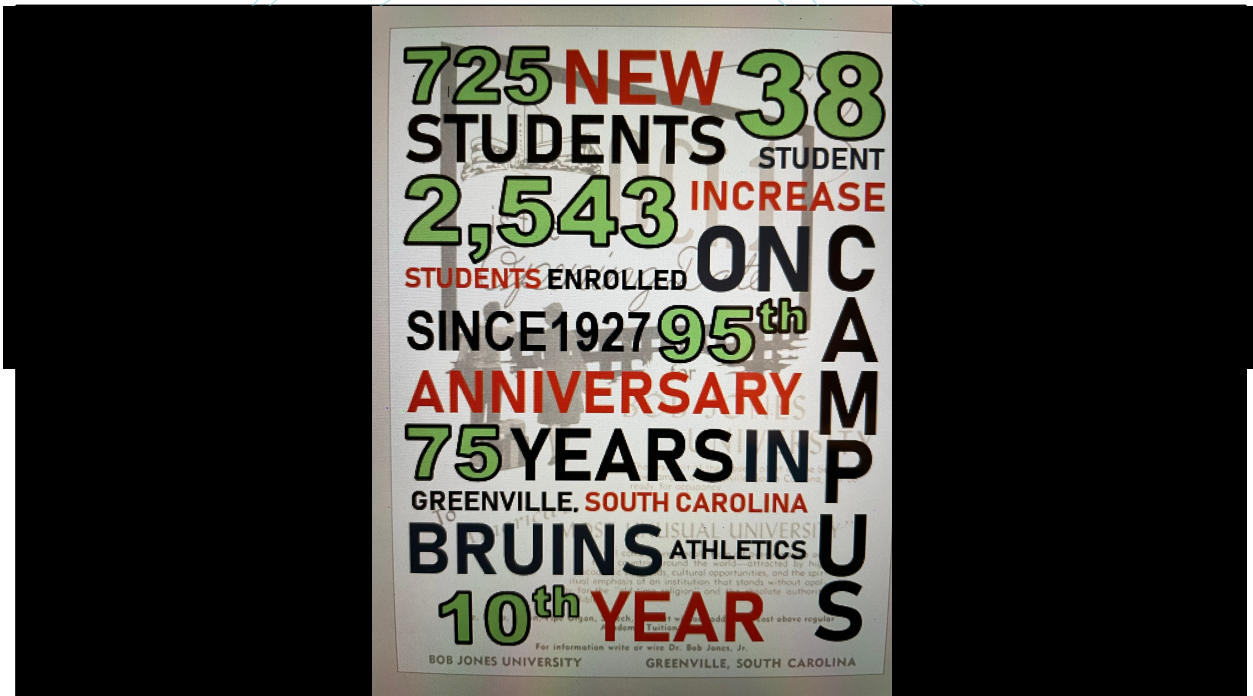
CLEAR RATHER THAN CLEVER

Value knowledge over uniqueness.

Who is my audience?

What are the essential items they need to know?

What is the clearest way to convey those essentials?



Consistency and Clarity? Total confusion and shouting.
Leaving the audience with nothing but noise.

Inconsistent in brand colors and fonts
Lacks clarity with so many messages competing against each other.

CONTENT

EXPLAIN AND GUIDE

Confuse and distract vs. explain and guide

Audience-Centric

What are the Benefits to the audience, not features from the organization

You, not we

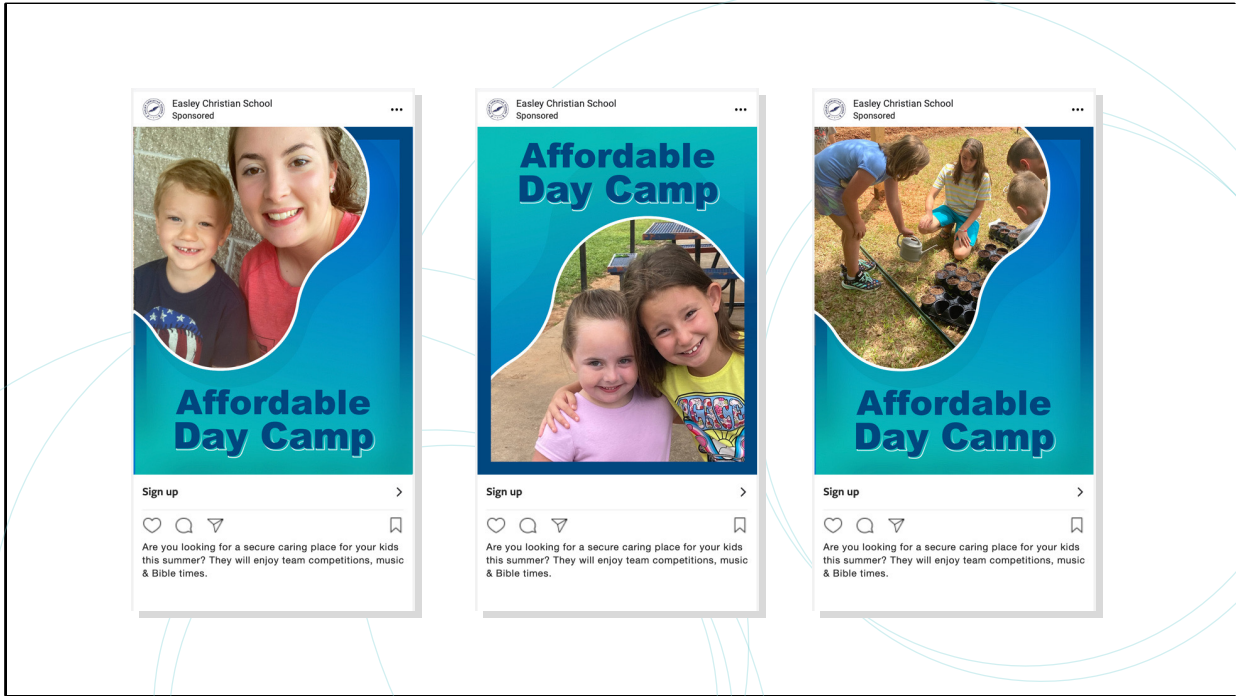
Address **their** challenges and goals

ORGANIZATION

Our church has small Group classes
At our church, we teach about the Bible
We are committed to teaching the Bible
We strive to live out God's plan

AUDIENCE

Experience a community of believers
Learn truth from God's Word
Start learning about God
Discover God's plan for you



Example of clarity of content

A Christian school operated a summer day camp as an outreach to the community. Trying to build awareness and engagement, we offered a summer day camp.

We decided to run a Facebook ad.
 We could have cluttered this ad.

Easley Christian School, Eagles Summer Day Camp, ministry of Faith Baptist Church.
 Our School logo

Audience - more Moms but also Dads
 What is the parent's pain-point?

- Need childcare for the summer months
- Large amount of day care
- Will my child be cared for?
- Is it a loving environment?
- Will it be affordable?
- Will my child get social interaction
 physical activity

mentorship
supervision

Affordable Day Camp

Images of the kinds of settings they could see their kids in. That speak to those points above.

We ended up spending \$200 and reaching about 15,000 people in a 5 miles radius of the church.

We had about 500 (3.3%) click throughs to our website and we picked up about 10 new kids to day camp last summer.

These families did not know about our church or school before.



REFLECTING CHRIST BETTER

PLANNING

Proverbs 21:4

The thoughts (plans) of the diligent *tend* only to plenteousness; but of every one *that is* hasty only to want.

Planning for graphic design and promotion allows for an organized execution. Reflecting Christ better and reaching more people with Gospel truth.

I can't neglect planning when building a house or taking a teen mission trip or delivering a sermon.

I don't want to feel unprepared.

Use these tools to reflect Christ better in our visual communication.

PLANNING

**Who is the Audience?
What is the Goal?
What is the Message?
What is the Action?**



Who is the Audience?

- What is their age group?
- Where do they go?
- What do they read?
- Who are their family members?
- What communication channels do they prefer?
- Who Influences them?
- How would they characterize themselves?





Creative REACH

Potential promotional ideas

Sermon Series Announcement
Weekly Teen/Kids Program
Vacation Bible School
Christmas Program

Patriotic Celebration
Visit to a service
Easter Service Invite
Weekly Online Service



PROMOTIONAL PLANNING

AUDIENCE

- What is the age group range?
- Where do they go?
- What do they read?
- What are their preferred communication channels?
- What do they do in their free time?
- What are their biggest painpoints?
- How does this audience feel connected with this group?
- How do we characterize this group?
- How do they characterize themselves?
- Who are the Influencers to this audience?

AUDIENCE NOTES

GOAL/PURPOSE

- Information delivery
- Sign up for an event
- Brand awareness
- Helpful resources in their hands
- Invitation to visit
- Boast web traffic
- Boast social traffic

PURPOSE NOTES

Use them to develop your messaging and your communication channel delivery.

Save the work for repeat events or campaigns. Review your work each time.

Adjust based on the previous campaign.

PLANNING



What is the Goal?

- Core values & mission
- Bring value to our audience
- Information Delivery
- Brand Awareness
- Invisitation to visit

- Where do they go?
- What do they read?
- What are their preferred communication channels?
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PURPOSE NOTES

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MESSAGE NOTES

MESSAGE

- What is the #1 message I want them to hear?
- How can I make it compelling?
- How can I communicate this message in the most concise way?
- How can I communicate in the clearest way possible?
- What information is useless and not needed?
- What do you want your audience to know?
- What do you want them to feel?
- What do you want them to do?
- Why is this message important to this audience?

CALL TO ACTION

- What is the key decision the audience needs to make?
- What would be the logical next step?

CTA NOTES

What is the Message?

Clear and concise
Put their shoes on
Talking about yourself
Be compelling
Be direct



- Information security
- Sign up for an event
- Brand awareness
- Helpful resources in their hands
- Invitation to visit
- Boast web traffic
- Boast social traffic

MESSAGE NOTES

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CALL TO ACTION

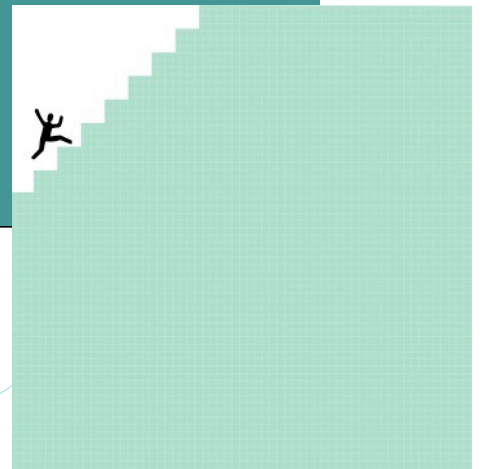
- What is the key decision the audience needs to make?
- What would be the logical next step?
- Where would this audience mostly take the next step?
- How do I inspire the audience to take action?
- Use strong action words?
 - Ecommerce:** Buy, Shop, Order, Reserve, View
 - Non-profit:** Donate, Volunteer, Give, Support
 - Newsletter:** Join, Sign Up, Try Now, Get Started

CTA NOTES

PLANNING

What is the Action?

Key decision
Logical next step
Use action words
Inspire



- What do you want them to feel?
- What do you want them to do?
- Why is this message important to this audience?

CALL TO ACTION

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Ecommerce: Buy, Shop, Order, Reserve, View

Non-profit: Donate, Volunteer, Give, Support

Newsletter: Join, Sign Up, Try Now, Get Started

General: Learn More, Get Started, Start, Find Out, Continue

- Potential Actions:

click on the ad | go to the registration page | view more info
on your website | add the item to the cart | download an article
watch a video

CTA NOTES

Creative REACH



Communication	Date	Audience	Purpose (Goal)
WEBSITE LANDING PAGE (webpage with a clear focus on a single call to action) Example: Register, fill out a form, download resources, click through to learn more.	LAUNCH 6-8 WEEKS IN ADVANCE	Age group range? Who are their influencers? Where do they go?	What is their problem? How can you solve it? How will you guide them?
DIGITAL SLIDE ADVERTISEMENT (Digital signage can be a good place to promote upcoming events)	4-6 WEEKS IN ADVANCE	What do they read? What are their preferred communication channels?	What steps do you want them to take? What would be successful in your mind?
LETTER TO AUDIENCE (A letter from a well respected influencers can help persuade the audience to a heightened awareness and consider, more thoughtfully a decision)	6-8 WEEKS IN ADVANCE	What do they do in their free time? What are their biggest painpoints?	Set goals? *Pray for godly wisdom. *Pray for God to guide your planning.
POSTCARD INVITE (Receiving a tangible object in the mailbox can help bring attention to a promotion) Examples: postcard, door knob flyer, a handout, a business card size reminder, etc. - Should an invite be mailed or personally handed out? This would depend on the type of event, what is the best way to reach your audience and/or the logistic of distribution.	4-6 WEEKS IN ADVANCE	How does this audience feel connected with this group? How do we characterize this group?	*Pray for God to work. *Pray for God to multiply.
EMAIL (Email is an additional touchpoint for your audience to continue to make them aware of your event) Example of email topics: Introducing an event, Register now, There is still time, Bullet points of event agenda items.	4-6 WEEKS IN ADVANCE ADDITIONAL EMAIL 2 WEEKS OUT	How do they characterize themselves?	Proverbs 16:3 Proverbs 21:5 Psalm 143:8
SOCIAL Digital posting - organic social posts, local free/paid event posting websites, paid social ads FB: Parents/Grandparents: 60% of users are between 25-54 IG: Teens: 6% of users are between 18-34	POSTING AND PAID 4-1 WEEKS OUT		
OTHER ADVERTISING OUTLETS Publication Ads - Local newsletter, magazine, newspaper, community papers, poster ad in local business locations	2 MONTHS IN ADVANCE BASED ON PUBLICATION SCHEDULE		

Use this resource to plan campaigns or promotions that have different delivery points of content.

- Landing page on the Website
- Direct mail postcard
- Email blast
- Door knocker
- Social posts
- Paid social advertising



WEBSITE

- Header banner: 1240 x 550 [can vary per app]
- Website builder: Name [example: Wordpress]
 - Credentials-> User: Pass:
- Graphic application: Name [ex. Canva]
- Headline copy: 3-6 words
- Subhead copy:
- Body copy:
- Photograph storage location:
- Stock photograph: Unsplash.com, stock.adobe.com
- Brand Fonts:
- Brand Colors:

DIGITAL SLIDE

- Standard PPT slide: 1920 x 1080
- Graphic application: Name [ex. Photoshop]
- Fonts for use:
- Colors for use:

LETTER

- Written content

SOCIAL MEDIA

FACEBOOK:

- Profile photo – **170x170 px**
- Cover photo – **800x462 px**
- Stories – **1080x1920 px**
- Standard post – **1200x630 px**

INSTAGRAM

- Landscape – **1080x566 px**
- Square – **1080x1080 px**
- Reel video/Stories – **1080x1920 px**
- Thumbnail – **161x161 px**

TWITTER

- Profile – **400x400 px**
- In-stream – **1600x900 px**
- Header – **1500x500 px**
- Single/multi-image – **600x335 px**
- Ads: Carousels/website card – **800x800 px**
- 800x418 px**

LINKED-IN

Reference guide

- Account credentials
- Image size dimensions
- Print and digital references

- Stock photography: unsplash.com, stock.adobe.com
- Brand Fonts:
- Brand Colors:

DIGITAL SLIDE

- Standard PPT slide: 1920 x 1080
- Graphic application: Name [ex. Photoshop]
- Fonts for use:
- Colors for use:

LETTER

- Written content
- Address list
- Letterhead

PRINT:

- Postcard-Standards - 6x4, 7x5, 9x6, 11x6
- Print supplier - Name [ex. [Gotprint.com](https://gotprint.com), 4over.com]
- Business Card size invite: 3.5"x 2"
- Poster: 8.5" x 11" · 11" x 17" · 4.25" x 11"

EMAIL

- Audience: Generate Email List: Name
- Subject line:
- Topic of content:
- Email Header Graphic: Create in App Name
1240 x 550 [can vary per app]
- Email builder app: name

Reel video/Stories - **1080x1920 px**
Thumbnail - **161x161 px**

TWITTER

Profile - **400x400 px**
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Ads: Carousels/website card - **800x800 px**
800x418 px

LINKED-IN

Profile image - **400x400 px**
Blog link images - **1200x627 px**
Page cover image - **1128x191 px**
Ads: Sponsored content images - **1200x627 px**
Sponsored carousel images - **1080x1080 px**
Spotlight ads - **100x100 px**

YOU TUBE

Profile photo - **800x800 px**
Banners - **2048x1152 px**
Video - **1280x720 px**
Thumbnail - **1280x720 px**

px = Pixel units

