

2025 FAITH Brand Summary

Brand

The name, symbol, and markers such as design, colors, style, and voice that distinguish and foster identity of an organization (or product) externally and internally.

Importance of Branding in a Church Context

A well-defined and compelling brand, consistently applied, can make a significant first impression. The brand can help a church clearly express its response to the gospel. A cohesive brand fosters a sense of connection and subtly conveys confidence and reliability. Since people process visual elements faster and differently than text, a well-designed and consistently applied logomark is an essential part of a brand.

Our Brand

- amplifies communication of our mission and vision for Partners, attenders, and visitors
- authentically reflects our congregation – those already here and those yet to come
- is easily identifiable by those in our neighborhood, city, and county
- is protected and used consistently without variation in color (other than white), angle, gradient ...



A design nod
to a Capital F

Jesus' sacrificial and
victorious work is the
center of our growing
and planting.

The typography represents solid, uncomplicated,
steadfast faith.



Faith

The bright green leaf symbolizes our:
mission: Growing Disciples Who Grow Disciples
and
vision: Planting Churches That Grow Disciples
Who Plant Churches



Faith

CHURCH

Our community of growing disciples – the body of Jesus' church;
not the place or building where we gather for worship and fellowship.

Our official name remains Faith Lutheran Church of McLean County. Only the words FAITH and CHURCH are included in our two primary logomarks.

Pastor Brian is committed to Lutheran theology, our congregation is constitutionally Lutheran, and we remain associated with Lutheran Congregations in Mission for Christ (LCMC). Using FAITH and FAITH CHURCH lessens confusion

about denomination and could even remove a barrier for the unchurched to come and see!

Using a consistent color palette, typography, and logomark, we aim to share the stories of growing disciples who follow Jesus, are changed by Jesus, and are committed to Jesus' mission!

Color Palette

PRIMARY

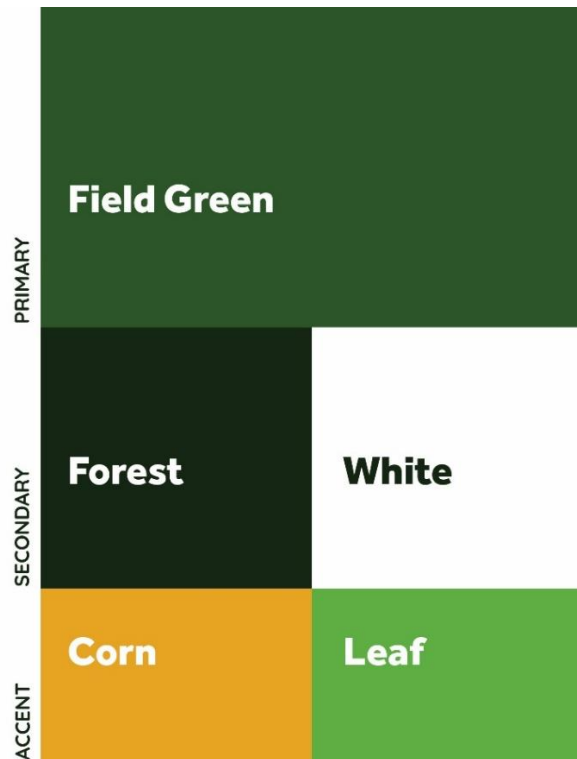
The brand's primary color is Field Green. This should be the predominate color in a layout. Key brand elements like the logo workmark, and headers are available in the primary color.

SECONDARY

The secondary colors are Forest and White. These colors can be used for backgrounds and text.

ACCENT

The accent colors are Corn and Leaf. These colors should not dominate a layout but can be used for subheaders, graphic elements, icons, illustrations, or to add visual interest.



Typography

Effra

Use for headers

QUICKSAND BOLD

Use for secondary headers or for emphasis within body copy

Quicksand Medium

Use for body copy

Adult Discipleship

FAITH GROUPS

Faith Groups are the primary method for us to grow as disciples of Jesus Christ. When Jesus first launched His ministry, He didn't begin with a big crowd; He began His ministry with a **handful of ordinary, often-faithless people**. As they were going about their daily lives (fishing!), "Jesus called out to them, 'Come, follow me, and I will show you how to fish for people!'" – Matthew 4:19

All communication is aligned with the brand, including:

- External and internal signage of 2714 McGraw Drive
- Digital platform updates (social media, communication outlets, search engines, maps)
- Digital communication (emails, Thursday Tidings, slides . . .)
- Print material (some immediately; others only as need arises)
- Website (short term refresh and future restructure)

Faith is a Branded House. All ministry level logomarks consistently carry the common brand form and markers, strengthening the connection among all Faith ministries. The primary logomark is used in conjunction with a less prominent name that *clearly* identifies the ministry. These Ministry level modifications can be implemented quickly allowing us to move at the speed of ministry.

Ministry level examples:



The only exception is Faith Kids, which has a closely related but differentiated logomark.

We'll consistently utilize only our primary logomarks, icon, approved wordmarks, fonts, and colors. The Communication Coordinator will maintain the Brand Guide and, as standard practice, will manage the various applications of our brand.

Our Mission, Vision, and Convictions are well defined and expressed consistently and authentically through verbal, written, and graphic communication. Our communication style is clear and concise. We also value celebrating connection, growth, and relationship building. Stock images are used sparingly. Graphics are designed with a goal of complimenting and strengthening our brand identity.

History

Faith 1.0 (June 2017-2018)

A remnant of Jesus followers, without a church home and in need of a life raft, gathered. Through the power of the Holy Spirit, we simplified, looked to Jesus, read God's word, and lifted each other. Others who disconnected or had drifted from church community floated toward us and climbed into the raft. We rested, were refreshed, and heard God's call to paddle forward.

Faith 2.0 (January 2019 – November 2023)

We found our way to the harbor and began growing deeper. We lived out our faith through an all-encompassing commitment to God and one another. We dedicated ourselves to worship, prayer, sharing our lives authentically, serving our community to make Jesus known, giving generously, and investing in the spiritual growth of others. In other words, we became Growing Disciples Who Grow Disciples. Additionally, we aligned with God's vision to grow his kingdom through generational church planting. We poured into new faith communities serious about growing disciples and planting churches.

Faith 3.0 (November 2023 -)

While continuing to grow God's kingdom, growing disciples look farther afield, leaning into the second part of our mission statement: Growing Disciples Who Grow Disciples. This watershed moment doesn't center on those already here, but the disconnected neighbors, friends, co-workers, and acquaintances who we invite on this discipleship journey. We are accustomed to a tabernacle. However, we're in a new season of preparing a holy and hospitable temple for those growing disciples yet to come!