

CONCEPT ONE LEGACY



HISTORIC



CLASSIC



CONSERVATIVE



STRENGTH
OF MESSAGE



DOWNTOWN



BEAUTIFUL

INSPIRATION

- Identifies who we observe ourselves to be and builds upon or known strengths.
- Phrasing and ideas commonly reflected in discussions with staff and from questionnaire.
- Fit within the more 'business/political' style of St. Paul (as opposed to Minneapolis more artistic personality).
- Reflects who Central IS right now.

STAFF RESPONSE

- We should not be content with what we have been.^(DC)
- Stodgy.^(DC)
- It reflects what Central is... beautiful, conservative.^(AS)
- Knowing we will have this brand for many years, we should dream of what we are becoming.^(AG)
- Feels too clean, too professional. Should be grittier.^(JA)
- Like this, but would incorporate elements of evolution into it.^(AS)

CONCEPT TWO EVOLUTION



GROWING



DIVERSE



RELATABLE



INSPIRING



FAITH IN ACTION



APPROACHABLE

INSPIRATION

- Repositions Central in a new light, focusing on future aspirations and new growth.
- The church structure is seen as an intimidating, dark, oppressive space. Counter with light in marketing.
- To counter the above, focus on people! Show the warmth, welcome and connection that exists.
- Tap more into the emotions of people and human connections, less about structure and history.
- Note: Lack of minorities was unintentional - sought aesthetic style, not substance of image.

STAFF RESPONSE

- A lot of white - white light, white clothing, white people. (Concerns about diversity goals).^(AG)
- Feels bright, fresh, organized, polished.^(AS)
- House of Hope recently launched website moving in this direction.^(AG)
- Does not connect, needs to feel more real (use current members).^(JA)
- Leary of websites showing happy people doing happy things.^(DC)

CONCEPT THREE ABSTRACT



FAITH



FELLOWSHIP



SERVICE



JOURNEY



SOILING SEEDS OF GROWTH



GUIDANCE

INSPIRATION

- Address their needs without painting the entire picture, allow users to create own vision.
- Incorporate loose themes that allow the reader to define for themselves, see as it applies to them.
- Central is going through a lot of changes, this concept allows flexibility and for us to adapt themes easily.
- Ex. Journey - highway, roadmap, shoes climbing.

STAFF RESPONSE

- Will require some specificity so as not to mislead user or leave too vague.^(DC)
- Not really feeling.^(AS)
- Likes the way this feels and the ideas presented.^(AG)