

REBRANDING PROGRESS REPORT

PHASE ONE: DISCOVERY

- **Questionnaire for Staff and Committee** (03/27/18)
 - Share Questionnaire Results
- **Staff Discussion - Direction of Design Tone** (04/17/18)
 - Concept One - **Legacy** (Conservative)
 - Concept Two - **Evolution** (Aspirational)
 - Concept Three - **Abstract** (Fluid)
 - Share Discussion Results
- **Leadership Discussion - Explore Demographics** (04/30/18)
 - Member Locations
 - Travel Habits of Church Goers
 - Neighborhood Demographics of Saint Paul
 - Demographic Insight
- **Leadership Discussion - Pursue Growth** (04/30/18)
 - Statistical look at practices of fastest growing congregation

PHASE TWO: IDENTITY

- **Staff Discussion - Key Narratives** (05/01/18)
 - Define the culture of Central and common themes that will emerge in marketing
 1. *We put our **faith into action** by nurturing spiritual growth and reflecting the call of God to serve our neighbor.*
 2. *We **transform our communities** by promoting social justice and engaging others in ministries of service.*
 3. *We **invite everyone to the table** sharing experiences (fellowship, worship, meals, and music) as one body.*
- **Staff Discussion - Logo Design - Form** (05/01/08)
 - Explore broad concepts of logo shape and style

Four stages of logo design planned, including anticipated committee involvement

1. *Form - Broad concepts, all black and white*
2. *Revise top 3 - solidify form, maintain black and white, explore typography options*
3. *Introduce color to selected model - different palette relationships, saturation, hue*
4. *Final modification - development of logo variations, color options, horizontal, vertical, etc.*

PHASE FOUR: WEBSITE

- **Audit of Existing Website Skeleton/Content**
- **Staff Discussion - Perceived Audiences** (03/27/18)
 - Who are all the people we need to reach?
- **Staff Discussion - Required Content** (03/27/18)
 - What content is necessary to serve every individual audience group?

To monitor rebranding efforts, go to:
www.christierachelle.com/central