

REBRANDING PROGRESS REPORT

JUNE 5, 2018

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 and Interpretive)
- **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
- **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.*

PHASE TWO: IDENTITY

- **Phase 1 - Logo Concepts** (05/01/08)
 - 19 concepts presented to staff & NM Committee
 - 3 selected to move onto next phase
- **Phase 2 - Logo Refinements** (05/15/08)
 - 27 concepts presented to staff
 - 1 selected unanimously to move onto next phase
- **Phase 3 - Color Modeling** (05/22/08)
 - 15 concepts presented to staff
 - 2 selected to move onto next phase
- **Phase 4 - Color Refinements** (05/29/08)
 - 3 concepts presented to staff
 - Final logo selected unanimously
- **Identity Manual**
 - Provides key narratives, logo variations, fonts, color definitions
 - Guidelines for future use and reference



PHASE THREE: INTERNAL

- **Collateral Materials**
 - Design for letterhead, envelopes, business cards, forms, etc
 - Signage
- **Communications**
 - Weekly bulletin
 - Newsletter
 - Social media headers
 - Email campaign templates
 - Pew inserts - welcome, prayer request, donations, mailing list
- **Marketing**
 - Brochure models
 - Banners
- **Presentations**
 - Session approval (scheduled for mid-June)
 - Introduction to congregation (propose for August newsletter)
 - Introduce to public via website launch (proposed for Sept 1)

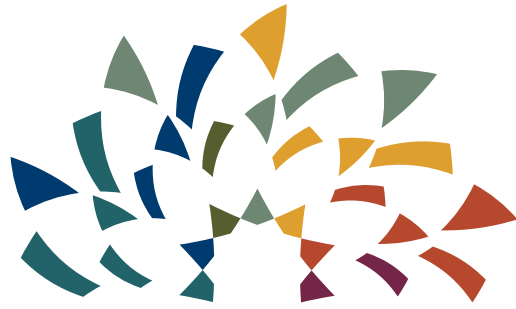
PHASE FOUR: EXTERNAL (WEBSITE FOCUS)

- **Audit of Existing Website Skeleton/Content** (03/27/18)
- **Staff Discussion - Perceived Audiences** (03/27/18)
 - 4 audiences identified (members, church seekers, staff, community)
- **Staff Discussion - Required Content** (03/27/18)
 - 52 points of content identified to address individual needs of each audience group
- **Develop Proposed Skeleton**
 - Outline how content will be organized
 - Identify headers and key narratives
- **Gather Necessary Resources**
 - Archive of existing website
 - Photography of church, staff, stock as needed for key themes
 - Invitation
- **Design Development**
 - Stage One: Design design concepts for overall aesthetic
 - Stage Two: Selected design refinements
 - Stage Three: Load final pages, review of each section for approval
 - Stage Four: Soft launch of website, no fanfare
 - Stage Five: Hard launch of website with social media campaign, direct mailings, etc

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

ADDITIONAL ACTION ITEMS IN THE PIPELINE

- Marketing campaigns to promote Central within in different communities (neighborhoods, specific demographics, mission based populations).
- Efforts to capture visitors as members.
- Promoting the works of Central to those who will benefit most (reintroductions, alliances, new initiatives)
- Potential community partnerships to raise profile of Central.



CENTRAL

IN THE CITY FOR GOOD

Shapes represent diversity. Different sizes, strengths, colors and origins, coming together around a common purpose.

Design is open and airy with an almost fluid movement, much like music for which Central is so proud.

Elements coming together reflect the idea of people coming 'to the table', representative of our food initiatives where all are welcome.

Another view of the same is the idea of people moving out from the church to share its ideas and engage others in our community.

Aesthetic reflects the shape of our prominent stained glass windows.

Inspiration taken from the balcony view of people seated throughout the curved sanctuary.

Contemporary logo to appeal to a younger demographic.

Design will have multiple variations depending on need. (Some include full church name, tag line or color options focused on specific ministries.)