

## CENTRAL PRESBYTERIAN CHURCH STAFF QUESTIONNAIRE

*The following questionnaire is designed to take no more than 10 minutes! We are looking for your first reactive response. If you spend too much time on this, you begin to access creative thinking areas of the brain and provide less truthful natural response.*

### INDIVIDUAL INSIGHT

*Simply answer any, all or none as you feel comfortable.*

1. List five words to describe Central (positive or negative).
2. If visiting guests leave with one impression of Central, what would you want it to be?
3. Describe the typical member currently at Central. Who do you see the congregation needing to grow?
4. What makes Central unique? What are our strongest selling points?
5. What shortcomings or weaknesses exist in Central?
6. Describe Central in 10 years.
7. If Central were a car, what car would it be and why? 😊



# PERSONALITY

Brand colors are always equated to mood, personality and perception. Looking at the graphic below, what two color personalities resonate with you and how you see Central.



Primary Color Personality (select one)



Secondary Color Personality (select one)



You are not being asked to select exact colors for the logo, but instead clarifying Central's personality. As the logo evolves, we will address color models separately, including, saturation and other considerations.