## CENTRAL PRESBYTERIAN CHURCH STAFF QUESTIONAIRE

The following questionaire 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.

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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? ①

## CHURCH ATTRIBUTES

Mark the circle which reflects where you believe Central exists between the two words provided.

Efficient	0	0	0	0	0	Comprehensive
Approachable	0	0	0	0	0	Authoritative
Neutral	0	0	0	0	0	Colorful
Conservative	0	0	0	0	0	Extravagant
Serious	0	0	0	0	0	Energetic
Professional	0	0	0	0	0	Casual
Modern	0	0	0	0	0	Classic
Calming	0	0	0	0	0	Vibrant
Stable	0	0	0	0	0	Inventive
Laid Back	0	0	0	0	0	Proactive
Aspirational	0	0	0	0	0	Realistic
Focused	0	0	0	0	0	Diversified
Leader	0	0	0	0	0	Adopter
Emotional	0	0	0	0	0	Functional
Restrained	0	0	0	0	0	Romantic
Extroverted	0	0	0	0	0	Introverted
Technical	0	0	0	0	0	Social
Exhibited	0	0	0	0	0	Intimate
Inspiring	0	0	0	0	0	Engaging
Methodical	0	0	0	0	0	Creative
Empowering	0	0	0	0	0	Inclusive

## PERSONALITY

Primary Color Personality (select one)

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.



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.