

WHY

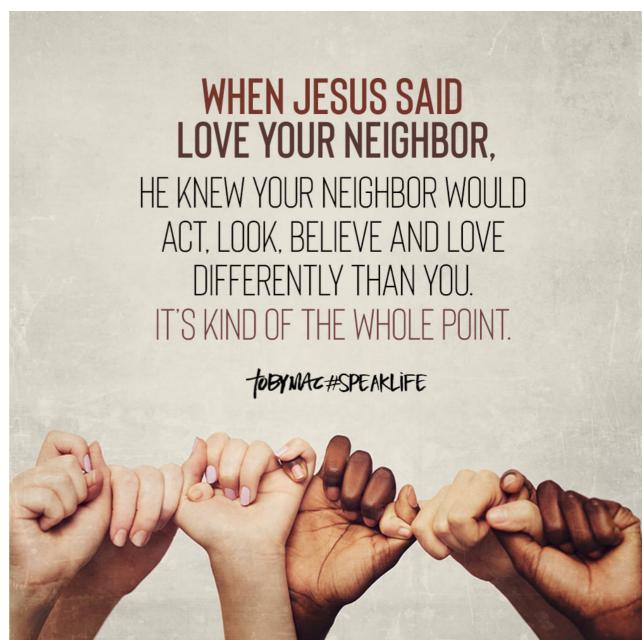
IS GRAPHIC DESIGN IMPORTANT TO CHURCHES/MINISTRIES?

GCDIS CREATIVE



MANY PEOPLE ARE VISUAL LEARNERS.





IN A VERY VISUAL WORLD.

Content with visuals gets 94% more total views.

People retain:

80% of what they see 20% of what they read 10% of what they hear

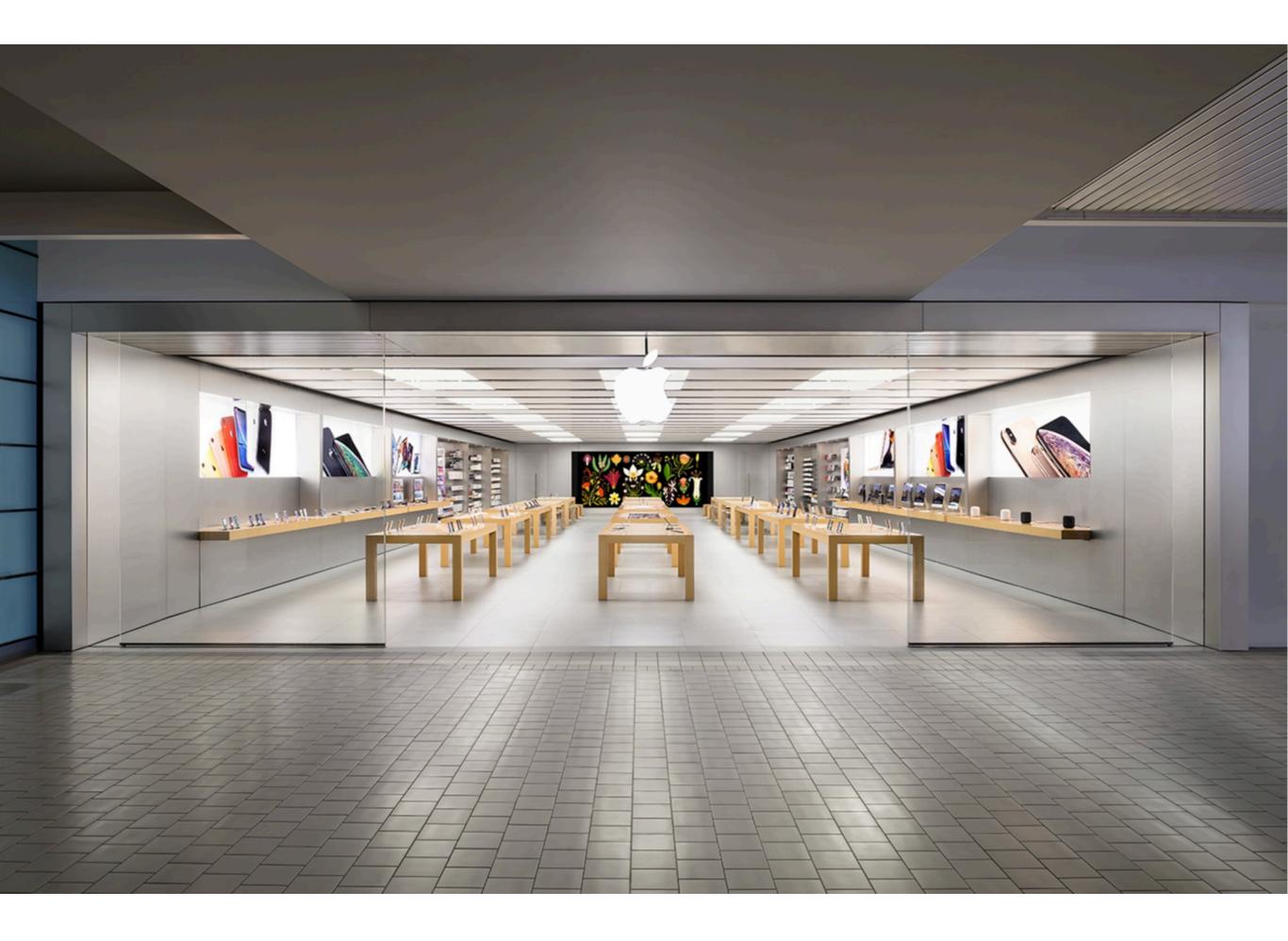
BRANDING INTHE CHURCH

Branding:

THE PROMOTION OF A PARTICULAR

PRODUCT OR COMPANY BY MEANS OF

ADVERTISING AND DISTINCTIVE DESIGN



Every church communicates something.

(WHETHER THEY MEAN TO OR NOT)

WHERE IS IT LOCATED?

DO I NEED TO DRESS UP?

WHAT IS THE WORSHIP LIKE? TRADITIONAL? MODERN?

WHAT DO THEY BELIEVE?

WHEN ARE THE SERVICES?

WHAT'S THEIR LEADERSHIP TEAM LIKE?

ARE THERE FREE DOUGHNUTS?

First Impressions Media

- Website
- Bulletin/worship folder
- Social media
- Signage
- Postcards/Mass mailings



- Keep it simple and streamlined!
- 2-3 fonts that complement each other
- Use white space between paragraphs
- Include church website, social media, and contact info

- Optional features: order of service, tear-off connect card, space for sermon notes or outline
- Know your audience and design appropriately (Feature class for new members, advertise gift for first-time guests)

f Q Hom Liked ▼ Sollowing ▼ Share Cornerstone Christian Church **Cornerstone Christian Church** @onecornerstone Home New here? Click: https://bit.ly/cccconnect Need prayer? Click: https://bit.ly/onecccprays **Fundraisers** Talk to someone about Baptism? Click: https://bit.ly/onecccbaptism About Partner with us in impacting the world by giving: https://bit.ly/give2oneccc **Events Photos Videos** Poll walls.io **Posts** Groups THERE IS A KING OF GLORY Community THERE IS A GOD WHO SAVES ı× Reviews Sheree Lowe and 38 others 101 Comments 10 Shares 549 Views **Create a Page** Like Share Comment

SOCIAL MEDIA

- Share things that encourage engagement, like scripture, quotes, questions, polls, etc.
- Videos tend to get the most engagement
- Don't overdo it
- You can schedule
 posts and post
 simultaneously
 across several social
 media outlets using
 sites like HootSuite,
 Sprout Media, and
 many more.

COLORS & USAGE

PMS 1535 CMYK 28/78/100/24 RGB 151/70/8 #974608

PMS 136 CMYK 0/28/86/0 RGB 255/191/59 #FFBF3B PMS 7490 CMYK 60/23/91/5 RGB 115/152/74 #73984A

PMS 7553 CMYK 48/60/92/45 RGB 92/70/33 #5C4621

All logos have non-tagline versions for use when tagline is unnecessary or too small to be read.









Color B/W



COMPLEX BACKGROUNDS



When placing logo over a complex background or photo, use the versions with a white background.

SPACING



It is important to leave blank space around the logo to establish visual clarity. At *minimum*, keep an "e"'s width on all sides (as shown). It's preferable to use double that when possible. Branding is more than just a nice logo – it's about your message, your influence, and your role in reflecting God's character.

TOOLS IUSE





ADOBE PHOTOSHOP

PHOTO EDITING, GRAPHICS



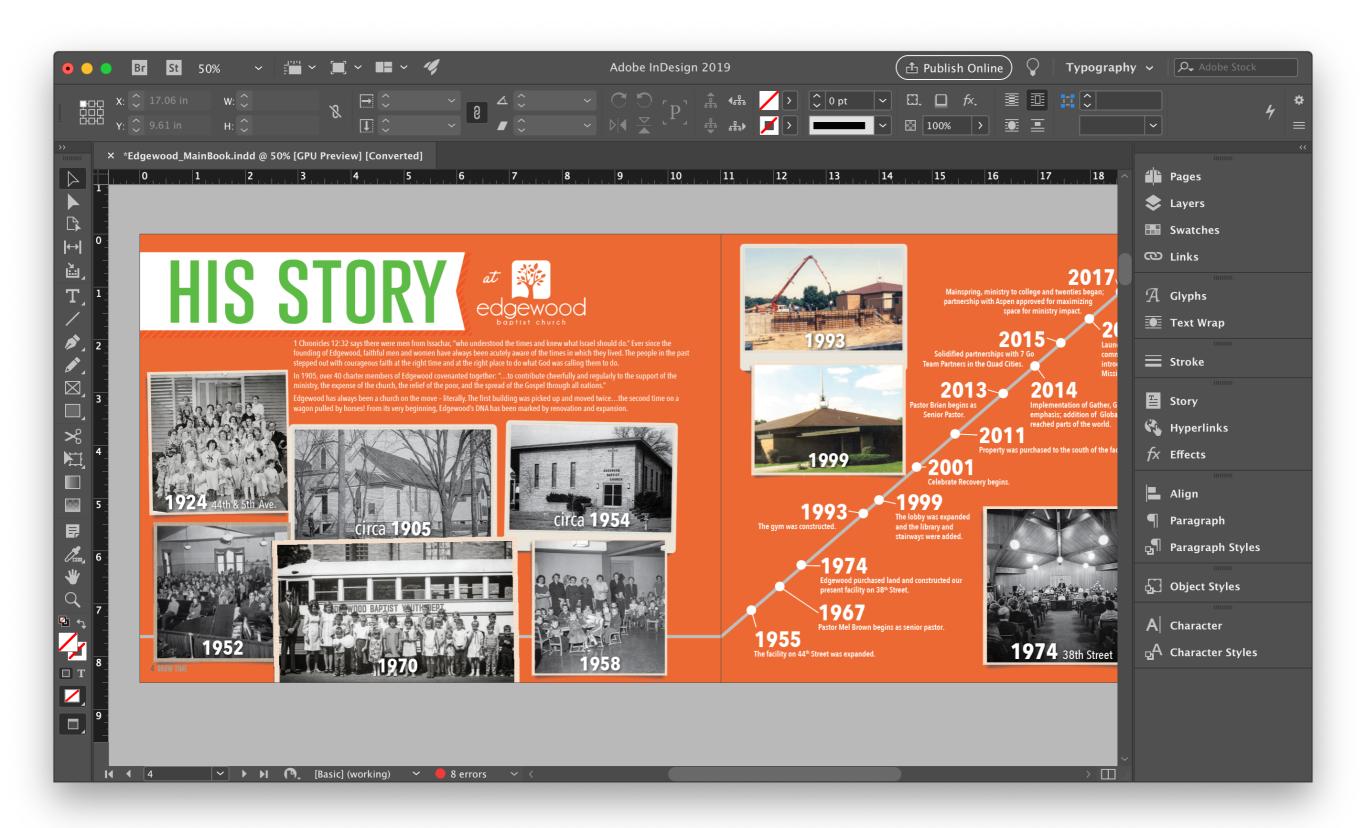
ADOBE ILLUSTRATOR

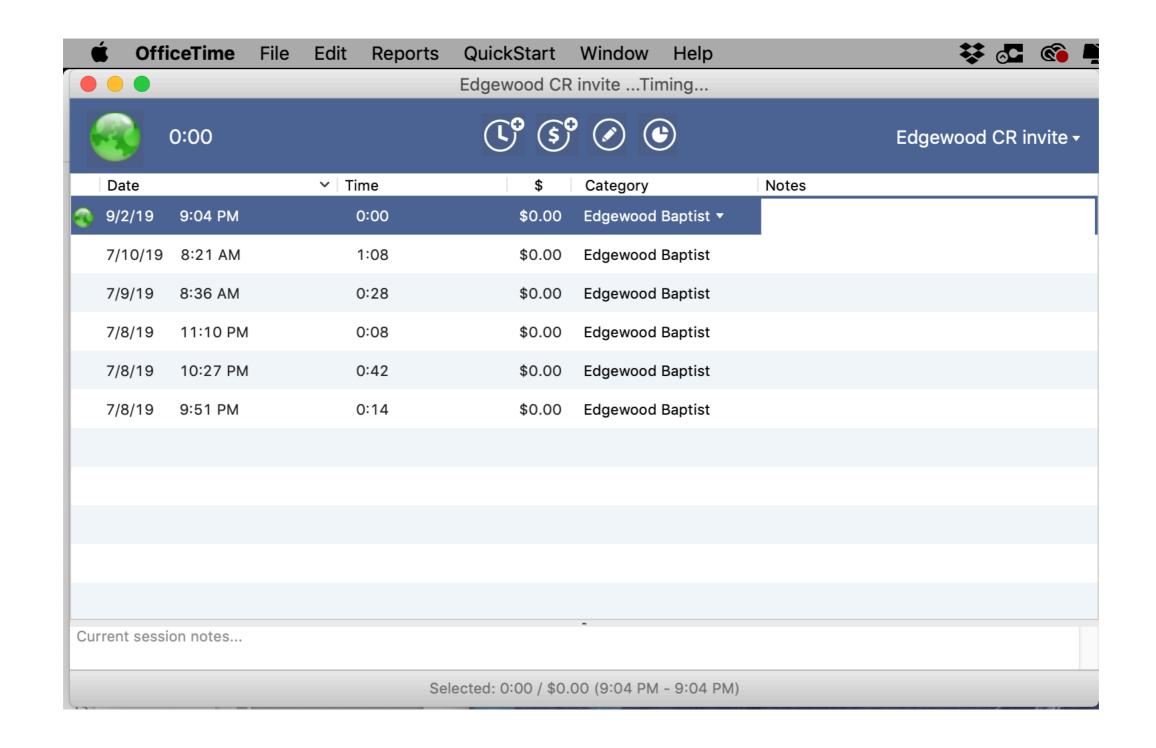
LOGOS, ILLUSTRATIONS

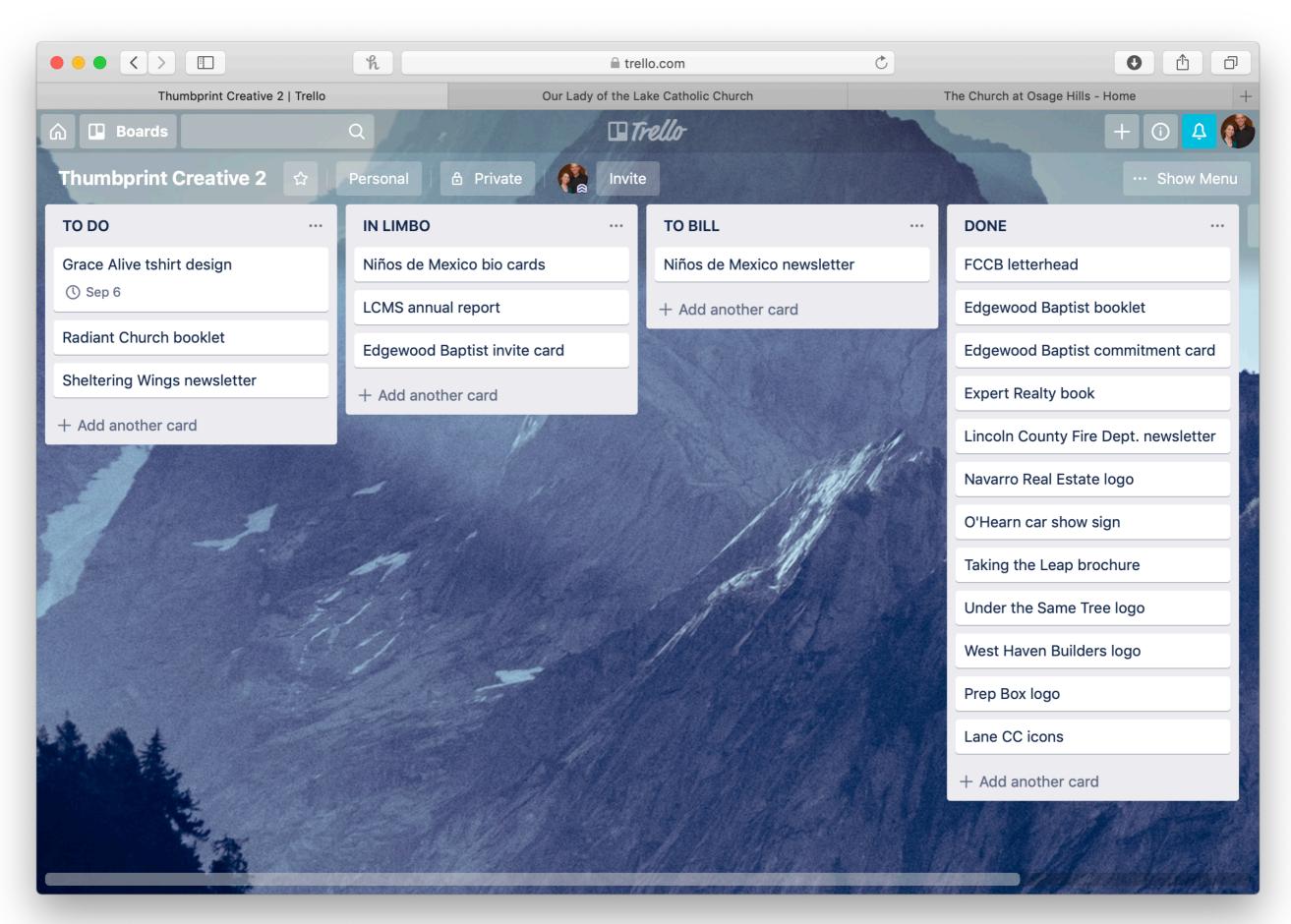


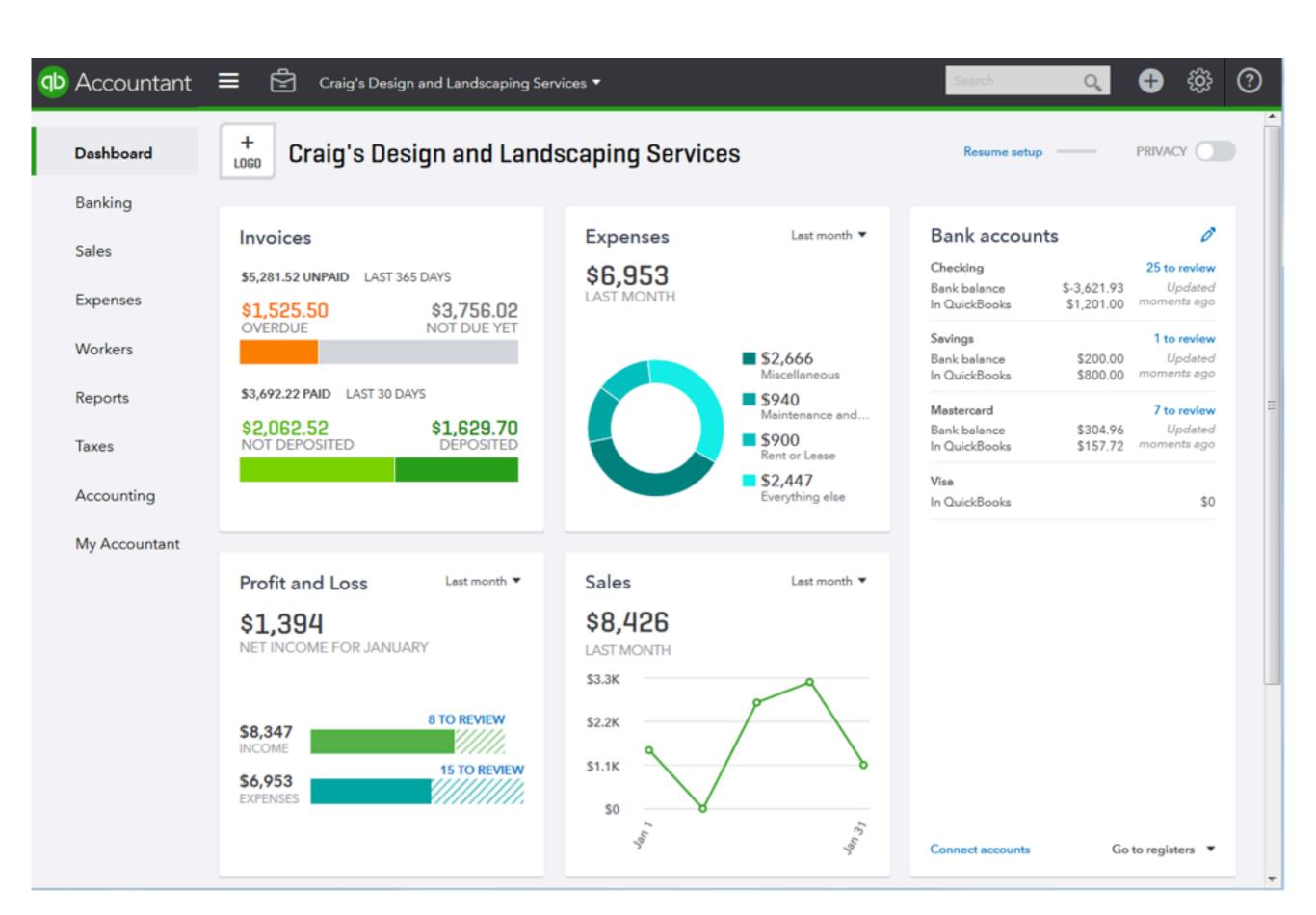
ADOBE INDESIGN

PAGE LAYOUT











FREE TRIAL

FEATURES

PRICING

COMPARISON

TESTIMONIALS

RESOURCES

SUPPORT

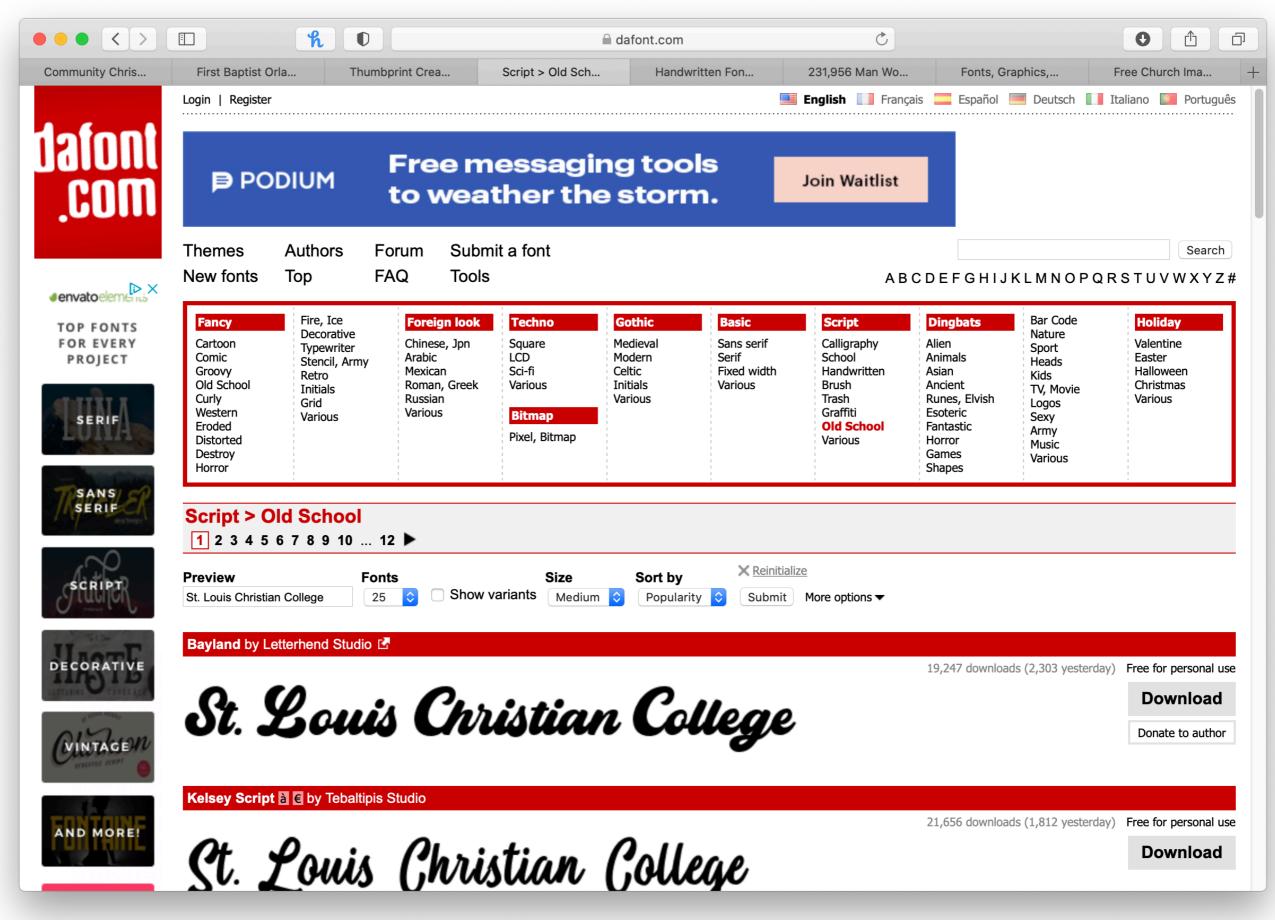
SIGN IN

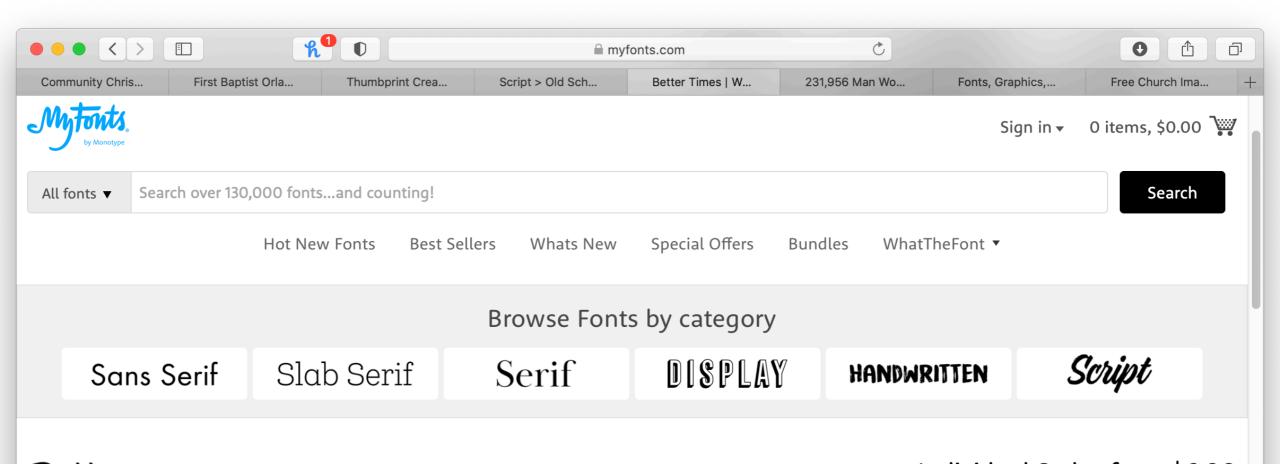
Cloud Backup Software to Protect Your Small Business Data

GET STARTED

Enterprise-grade data loss protection at small business prices. CrashPlan® for Small Business makes protecting files on your devices easy. Just US\$10/month per computer.







Better Times

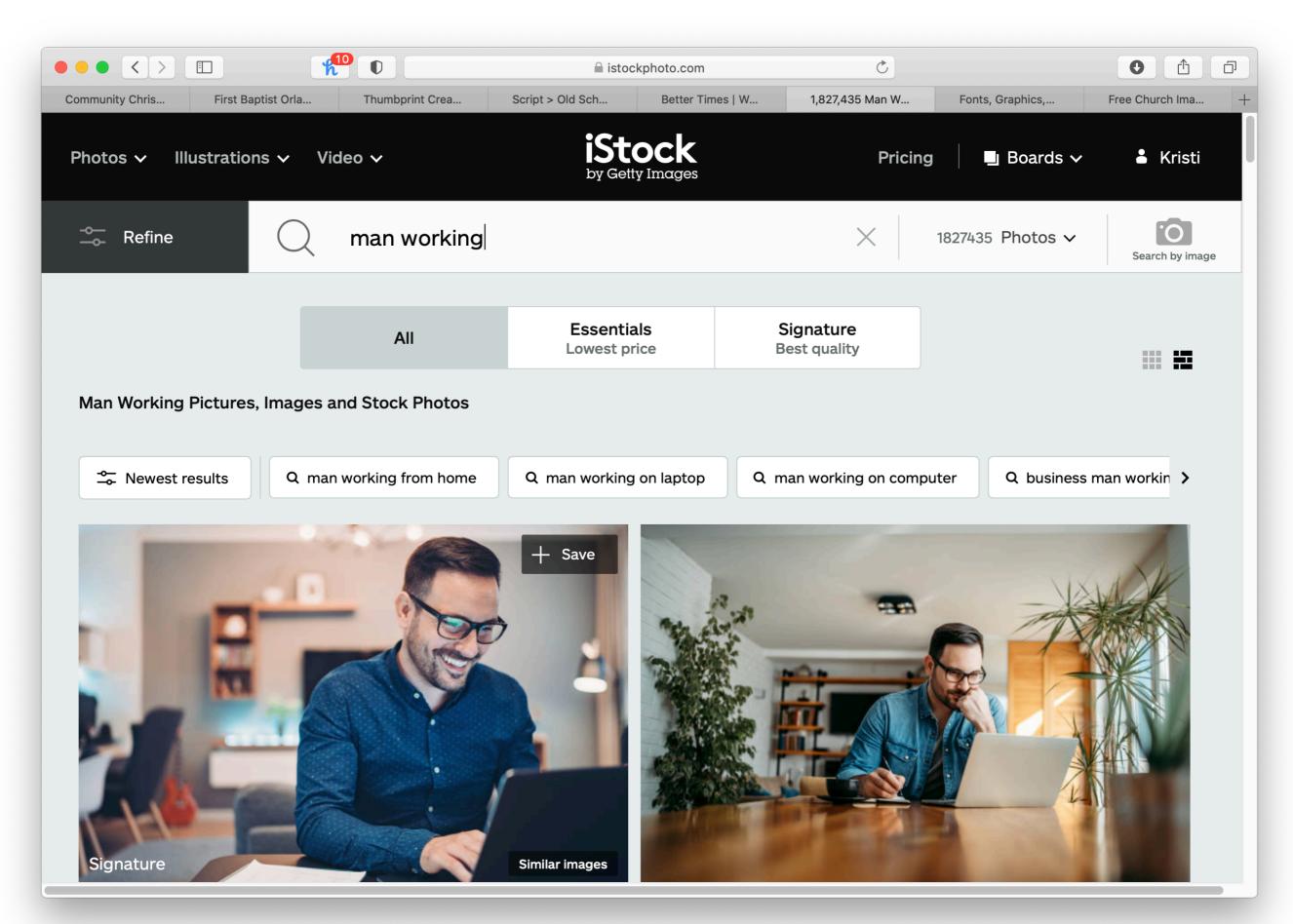
Better Times by Set Sail Studios

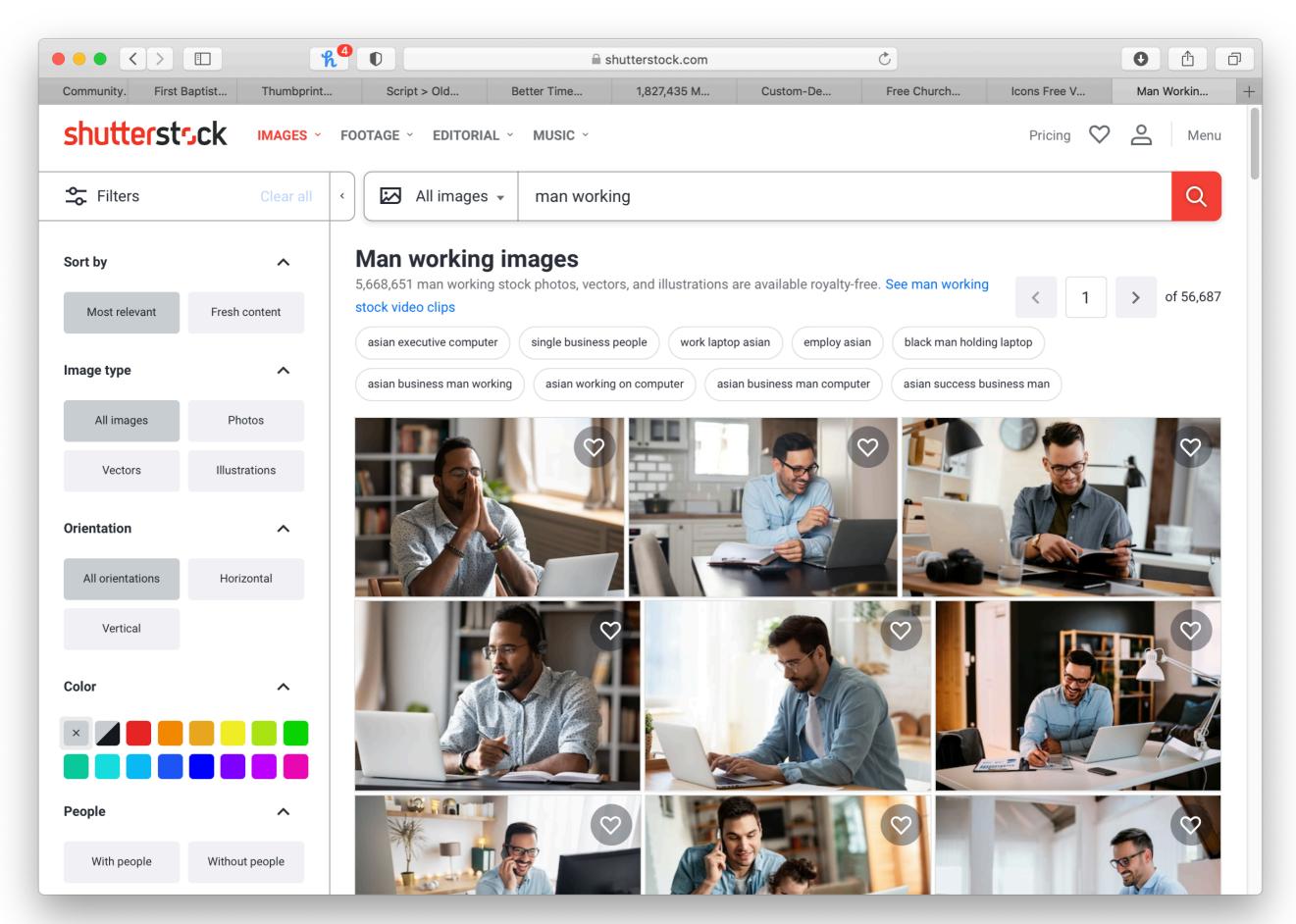
Home > Fonts > Set Sail Studios > Better Times



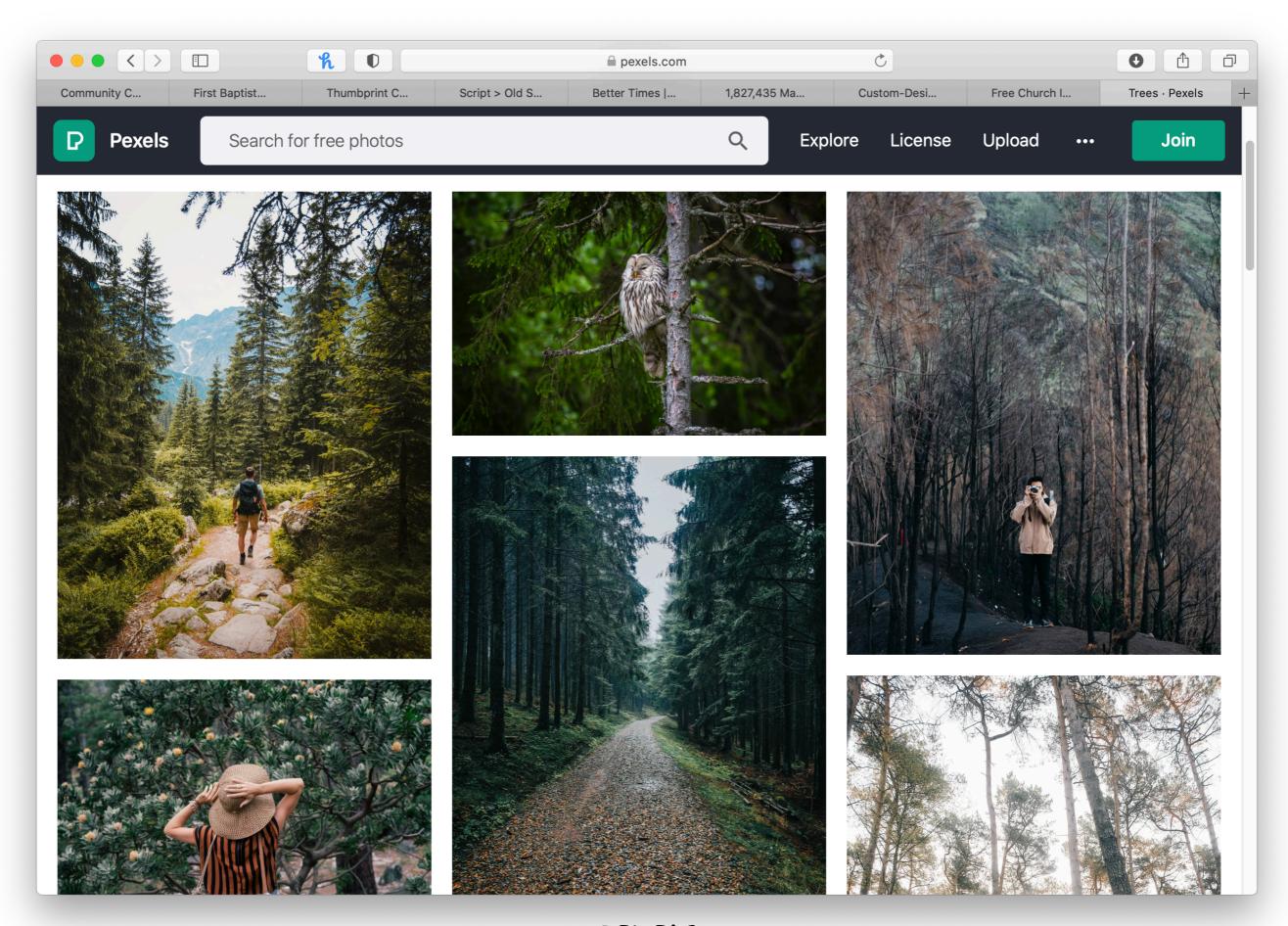
Individual Styles from \$6.00 Complete family of 3 fonts: \$18.00



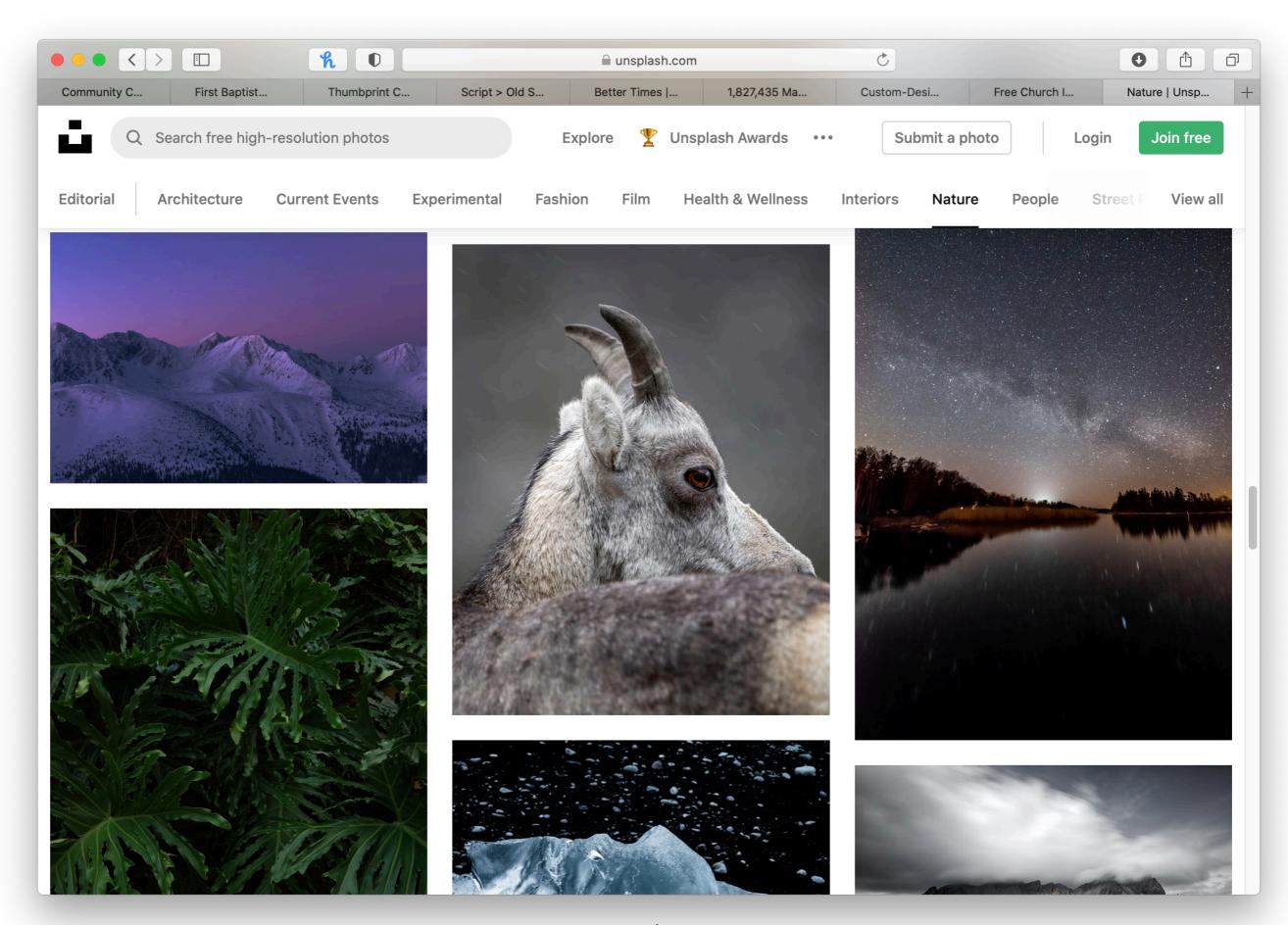




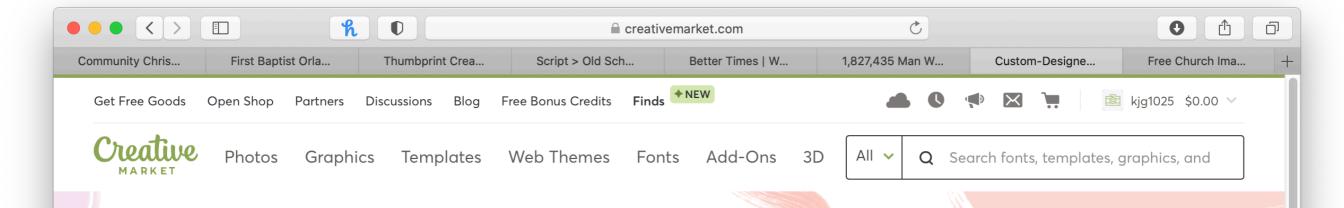
SHUTTERSTOCK



PEXELS



UNSPLASH



Custom-Designed Illustrations

Explore more than 620,000 illustrations to enhance webpages, posters, cards, and documents. These illustration sets include watercolor, hand-drawn, and vector sets to use in projects for the web and print.

1 to 36 of over 10,000 Products

Filter

Popular



by Best Pixels™ in Graphics

\$27

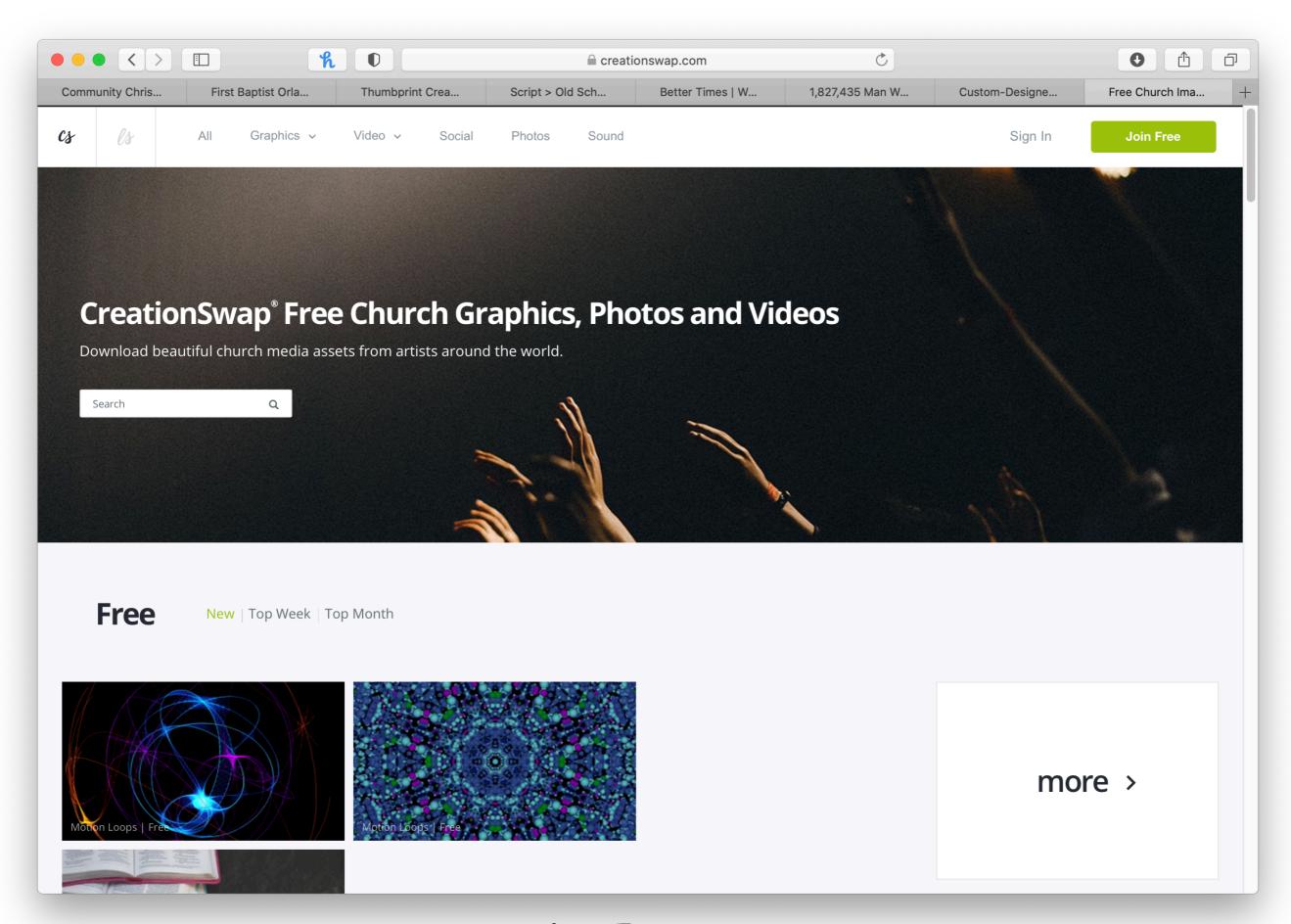




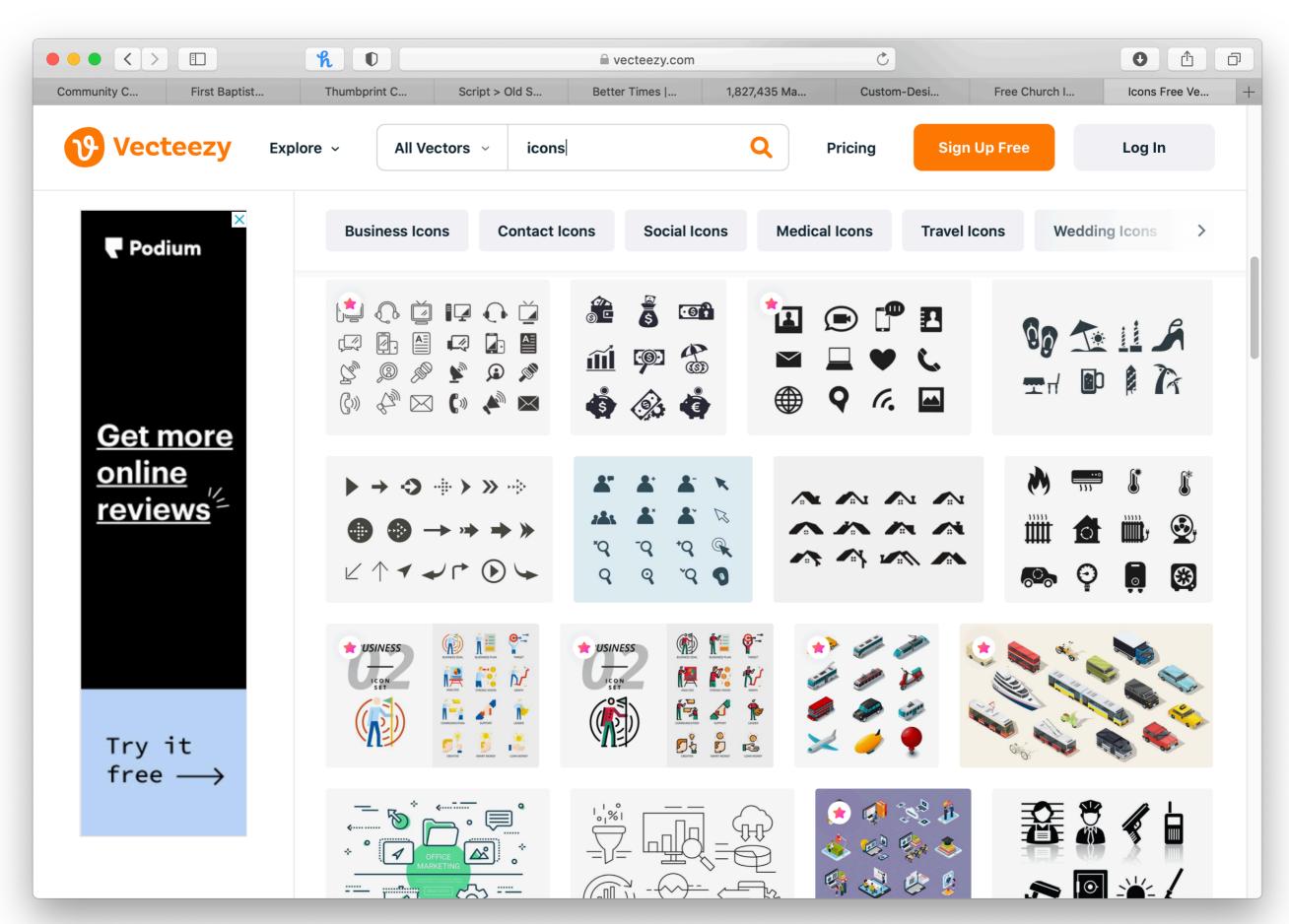


Watercolor & Gold Leav... by Lisima in Graphics

Christmas Watercolour a... by Twigs and Twine in Graphics



CREATIONSWAP



HOW TO FIND AGRAPHIC DESIGNER

- Check out Facebook groups on church communications for recommendations on freelance designers
- fiverr.com
- 99design.com
- designcrowd.com

CAREER POSSIBILITIES

According to Payscale and Indeed, as of June 2019 in NYC, these are the reported average salaries for graphic designers:

- junior graphic designers: \$43,000
- senior graphic designers: \$71,000
- design directors: \$121,000

According to Zip Recruiter, the national hourly rate for freelance graphic designers is:

- average: \$27/hour
- experienced: \$44/hour
- super experienced: up to \$150/hour

PUBLICATIONS

PACKAGING

LETTERING / TYPEFACE

WEBSITE

MOTION

ENVIRONMENTAL

MOBILE APP

USER INTERFACE

ILLUSTRATION

3D

SET PROPS

ADVERTISING & MARKETING

