PlainJoe Studios:
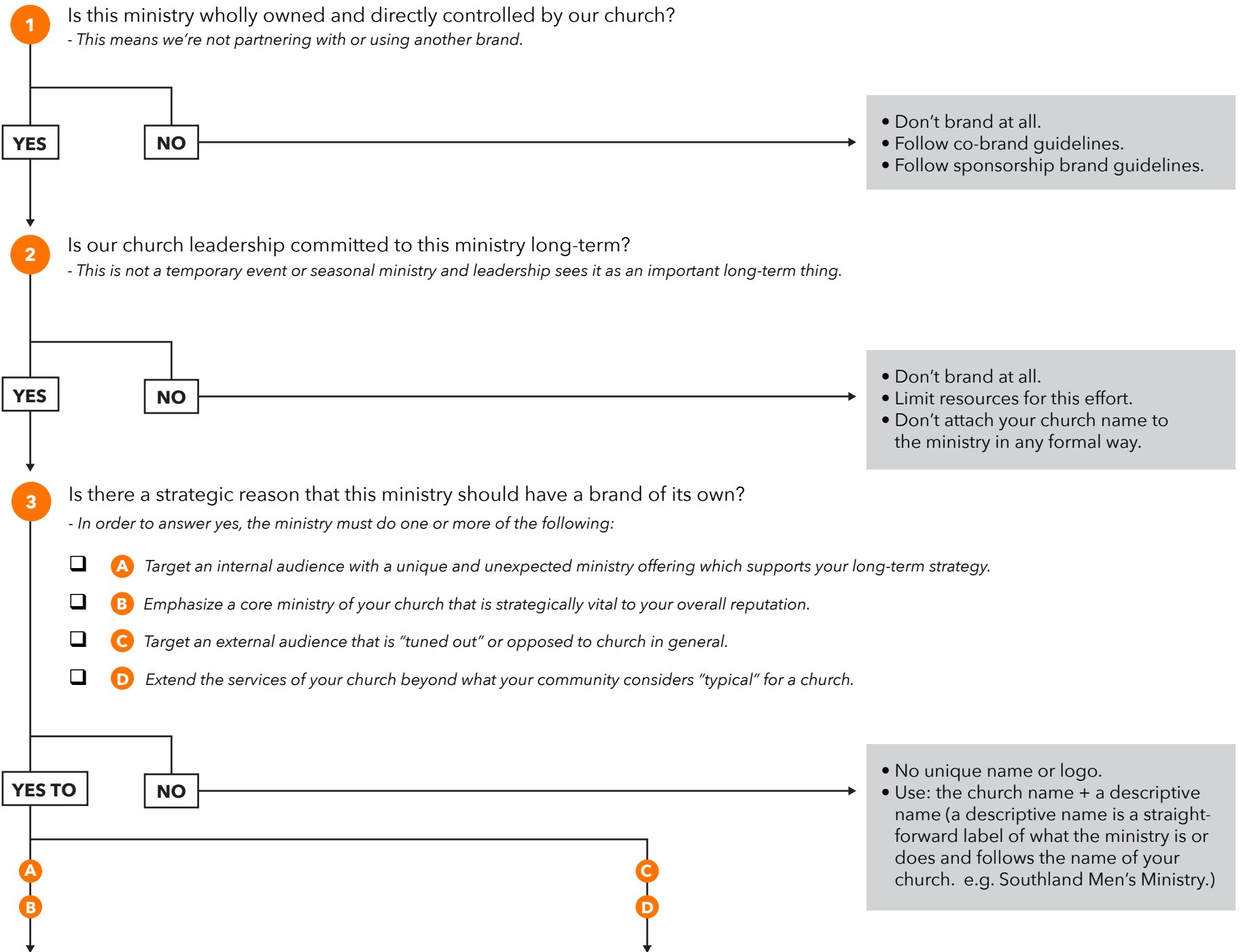# MINISTRY BRAND DECISION TREE

3 Questions every church should answer before creating a new ministry brand

1 Is this ministry wholly owned and directly controlled by our church?
- This means we're not partnering with or using another brand.

YES **NO**

- Don't brand at all.
- Follow co-brand guidelines.
- Follow sponsorship brand guidelines.

2 Is our church leadership committed to this ministry long-term?
- This is not a temporary event or seasonal ministry and leadership sees it as an important long-term thing.

YES **NO**

- Don't brand at all.
- Limit resources for this effort.
- Don't attach your church name to the ministry in any formal way.

3 Is there a strategic reason that this ministry should have a brand of its own?
- In order to answer yes, the ministry must do one or more of the following:

☐ **A** Target an internal audience with a unique and unexpected ministry offering which supports your long-term strategy.

☐ **B** Emphasize a core ministry of your church that is strategically vital to your overall reputation.

☐ **C** Target an external audience that is "tuned out" or opposed to church in general.

☐ **D** Extend the services of your church beyond what your community considers "typical" for a church.

YES TO **NO**

- No unique name or logo.
- Use: the church name + a descriptive name (a descriptive name is a straight-forward label of what the ministry is or does and follows the name of your church. e.g. Southland Men's Ministry.)

A
B

C
D

SUB-BRAND OPTIONS

- **Option 1:** Use the church name or logo + a functional name but do not create a distinct visual style for the ministry.

OR

- **Option 2:** Use the church name or logo + a functional name + a distinct visual style (aka: a unique look and feel that gives the ministry some personality of its own, but no ministry logo, mark or icon. The ministry name should be shown as a type treatment only.)

OR

- **Option 3:** Use the church name as a type treatment only (no logo) + a functional or evocative name + a distinct logo and visual style for the ministry. (Not used to promote the ministry externally.)

OR

- **Option 4:** Use a functional or evocative name + a distinct logo and visual style for the ministry + the church logo in a secondary position. (Not used to promote the ministry externally.)

ENDORSED BRAND OPTIONS

- **Option 1:** A distinct logo/identity + functional or evocative name + endorsed language + the church logo.

OR

- **Option 2:** A distinct logo/identity + functional or evocative name + endorsed language + church name (no church logo).

Example "endorsement language":

- *A ministry of*
- *A (church name) initiative*

KEY TERMS

- **Descriptive name:** a straight-forward label of what the ministry is or does that follows the name of your church. (e.g. Southland Children's Ministry)

- **Functional name:** similar to descriptive but rather than a clear description these names capture the function or experience of the ministry (e.g. Southland KIDS)

- **Evocative name:** this is a name that conveys a unique sense of story (e.g. Venture Kids)

- **Distinct visual style:** this is a unique look and feel that gives a ministry some personality of its own. Typically handled through font choice, color palette, and image selection. This does not necessarily include a specific logo, mark, or icon.

- **Distinct logo:** a mark, icon, or typographic treatment intended to become a symbol that becomes a replacement for the full name.

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