NORTH
KNOWN

BETTER CHURCH BRANDING

A FREE GUIDE TO VISUAL CLARITY AND CONSISTENCY

THE CHURCH BRANDING STARTER KIT

INTRO: WHY BRANDING MATTERS

Your Church's brand isn't just a color palette - it's how people experience your message.

A clear, consistent brand builds trust, helps guests feel at home, and makes your mission memorable. It's not about marketing, it's about communicating your heart effectively.

INSIDE THIS GUIDE YOU'LL FIND:

- A SIMPLE **BRAND AUDIT**

- **10 PRACTICAL TIPS** TO IMPROVE YOUR BRAND

- A CHURCH GRAPHICS **CHECKLIST**

BRANDING AUDIT

LOGO & IDENTITY

	YES	NO	NEEDS WORK
Our logo is readable in both color and black & white	☐	☐	☐
We use our logo consistently across all platforms/materials	☐	☐	☐
We have secondary logo versions (icon, horizontal, etc)	☐	☐	☐
Our logo feels modern and reflects who we are	☐	☐	☐
Our logo engages with our church body and community	☐	☐	☐

FONTS & COLORS

	YES	NO	NEEDS WORK
We use the same fonts across social, print, and web	☐	☐	☐
Our color palette feels cohesive and intentional	☐	☐	☐
Our fonts and colors reflect our church's personality	☐	☐	☐
We avoid overusing random styles and colors	☐	☐	☐

BRANDING AUDIT

WEBSITE & SOCIALS

	YES	NO	NEEDS WORK
Our website clearly reflects who we are and how to visit	☐	☐	☐
Our website is visually consistent with our brand	☐	☐	☐
Our posts and graphics all look consistent (colors/fonts)	☐	☐	☐
We use branded templates to save time and money	☐	☐	☐
Our web and socials share an instantly recognizable look	☐	☐	☐

SCORING GUIDE

12+ "YES" ANSWERS
Your brand is strong and consistent!

8-11 "YES" ANSWERS
You're on the right track, just tighten a few areas.

0-7 "YES" ANSWERS
This is a great opportunity to clarify and refresh your visuals.

LOW SCORE?
HERE'S 10 TIPS!

1. Start with your mission, not your logo.
Your visuals should express your purpose.

2. Be consistent.
Repetition builds recognition.

3. Use real photos of YOUR people.
Stock photos feel sterile; authenticity connects.

4. Simplify your designs.
Clarity always beats clutter; don't over-do it!

5. Use fewer font types.
Two or three is plenty. Please, no comic sans!

6. Create reusable templates.
Save time and keep things uniform.

7. Ask for outside feedback.
Fresh eyes see what you might miss.

8. Be sure Online/In-Person experiences match.
Cohesion builds trust and prevents surprises!

9. Audit your brand twice a year.
Stay ahead and avoid visual drift.

10. Would you wear it on a hat?
If the answer is no, your people won't either.

Graphics Checklist
Is your church covered?

BRAND IDENTITY

- [ ] Logo (Primary & Variations)
- [ ] Color Palette
- [ ] Typography (Fonts)
- [ ] Brand Style Guide (Use Rules)
- [ ] Icon Set/Patterns

SEASONAL

- [ ] Easter/Christmas Graphics
- [ ] Fall Launch/Vision Sunday
- [ ] Summer Series/VBS Brand
- [ ] New Years Graphics
- [ ] Invite Cards & Promo Material

EVENT DESIGNS

- [ ] Announcement Slides
- [ ] Worship Backgrounds
- [ ] Countdown/Welcome Slide
- [ ] Weekly Event Promos
- [ ] Church Apparel Design

SERMON SERIES

- [ ] Series Title Graphic
- [ ] Lower Third Overlay (Verses)
- [ ] Backgrounds for Slides
- [ ] Social Promo Graphics
- [ ] Series Invite Cards

DIGITAL/PRINT ASSETS

- [ ] Connect/Next Steps Card
- [ ] Giving Envelope
- [ ] Button Icons & Web Favicon
- [ ] Landing Page Graphics

TEAM RESOURCES

- [ ] Team Training Slides
- [ ] Ministry Role Badges
- [ ] Volunteer Appreciation Posts
- [ ] Team Shirts

ABOUT US AT NORTH KNOWN!

At North Known, I help churches make their brand known - guiding them toward clarity, consistency, and confidence in how they visually communicate vision.

My heart is to help you create a visual identity that resonates with your people AND your community to reach more people for Jesus!

Let's Make Your Brand Known!

I'd love to get to know you more. Connect with me here:

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