



# Welcome



# *Today's Agenda*

5 min

Introductions + Workshop Goals

5 min

Discovery Explanation

20 min

Love It or Lose It

40 min

Brand Attributes

10 min

Brand Attribute Clustering

5 min

Questions

5 min

Next Steps



# *Introductions & Goals*





## ***Our Goal:***

Create a comprehensive branding strategy that establishes an influential, unique, and recognizable brand within your community, setting the stage for future growth.




## *Hi, My Name is Stephen Houk*

- ◆ Married for 15 years to my wife Susannah (CoS)
- ◆ Five kids, two were adopted in May 2022
- ◆ Worked at a church in California for 8.5 years
- ◆ Graphic Designer for 15+ years
- ◆ Moved to Ohio in 2018 to start design business
- ◆ Joined Squad in September 2021
- ◆ Successfully Developed brands for 50+ churches

# *What is Discovery?*



Discovery is a  
***creative-led structured framework***  
designed to uncover insights that  
help creatives execute  
your vision.



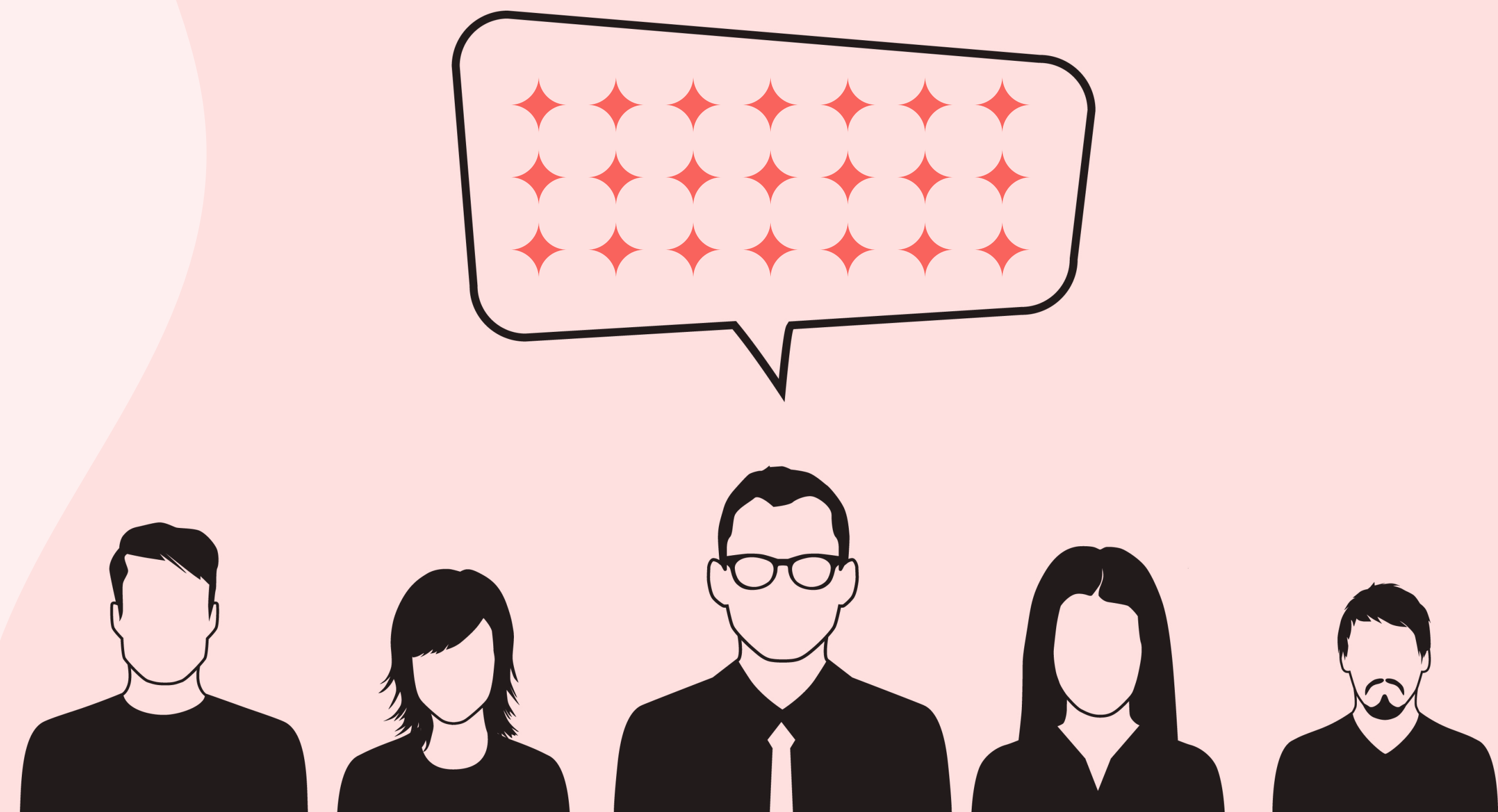
WITHOUT DISCOVERY

## *Individual Ideas & Agendas*



WITH DISCOVERY

## *Alignment & Structure*





# *The Old Way*



# *The New Way*



*Love It  
or Lose It!*



# ***This is a “first reaction” exercise.***

**The following examples of different logo styles will give us an idea of your style, emotion, and expectation of brands with which you have interacted.**

**This exercise is a SPEED DRILL with a brief explanation of why you chose that particular logo or style.**

# ***Symbol or Icon***

- ✦ **Simple and bold**
- ✦ **Usually abstract and stylized**
- ✦ **Multiple logo options**
- ✦ **Alternative “flashy” logos**
- ✦ **Simplicity make them memorable**



A



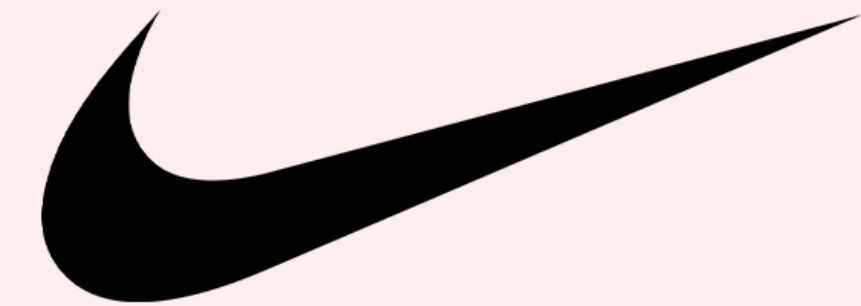
B



C



D



E



# Wordmark

- ✦ Unique in style
- ✦ Customized fonts
- ✦ Distinct and recognizable
- ✦ Used across all platforms

Ray-Ban®

A

FedEx

B

Disney

C

allbirds

D

Coca-Cola

E

# *Lettermark*

- ✦ **Typographic symbols**
- ✦ **Company's initials or monogram**
- ✦ **Full names may be too long**
- ✦ **Lettermarks are more distinct**



A



B



C



D



E



# Combination

- ✦ Combines wordmark and icon
- ✦ Flexible usage
- ✦ Looks good separated
- ✦ Popular logo design



A



B



C



D



E



# *Emblem*

- ◆ Overlaps with other styles
- ◆ Icons with text
- ◆ High in details
- ◆ Enclosed in a shield or shape



A



B



C



D



E





# *Brand Attributes*



**TIPS:** Think of your church as a person, how would you describe them? Use one-word adjectives describe your brand in a positive way. Express attributes based on the ideal of where you want to be in the near future.

**Culture**

*How would you be described?*

**Customers**

*How would you describe those in your community?*

**Voice**

*What is your personality? How do you sound to others?*

**Feeling**

*How do others feel after interacting with you?*

**Impact**

*What tangible impact do you deliver?*

**X-Factor**

*How are you unique/different from others?*

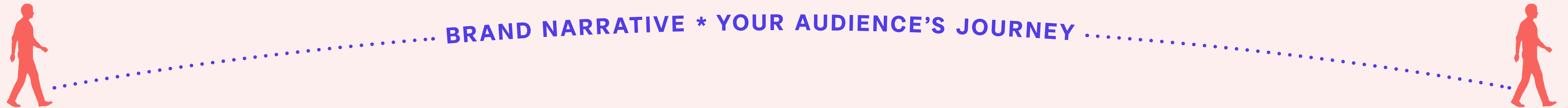


# *Brand Narrative*

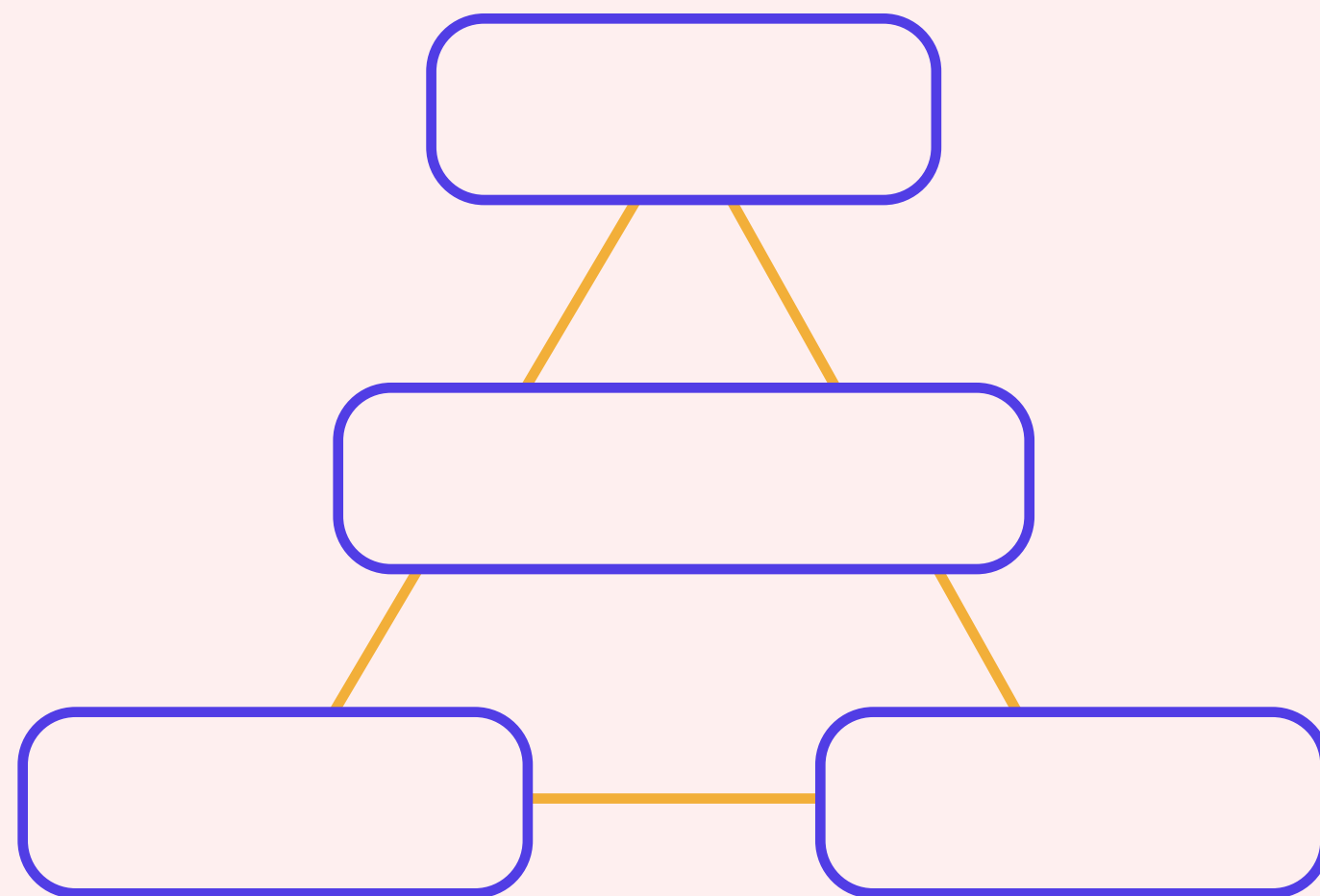


# Attribute Clustering

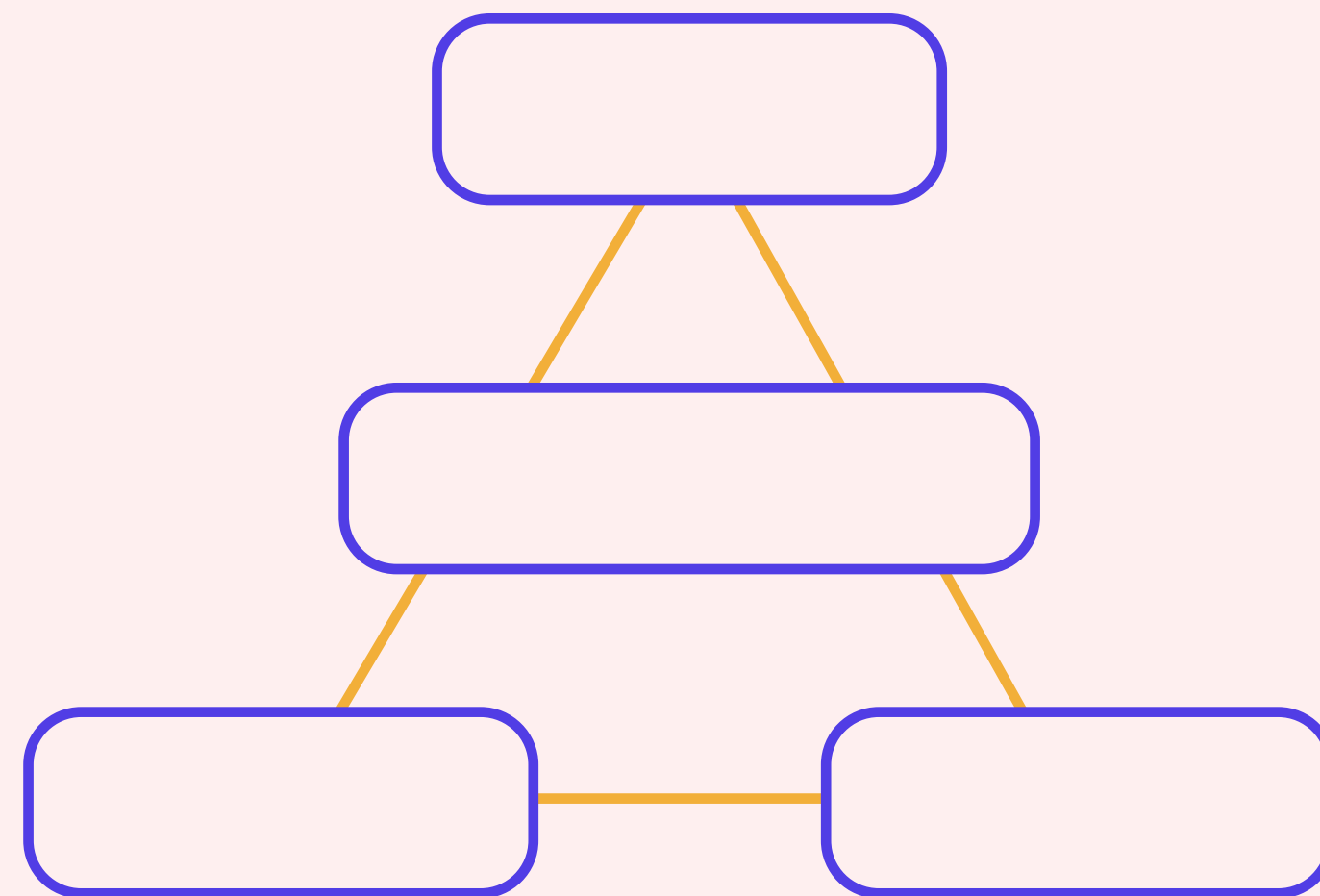
Your brand attributes narrowed down in narrative form. **Voice:** impacts the design and messaging the most. **Feeling:** how your community feels when interacting with your brand. **Impact:** the tangible service you are helping bring to your community.



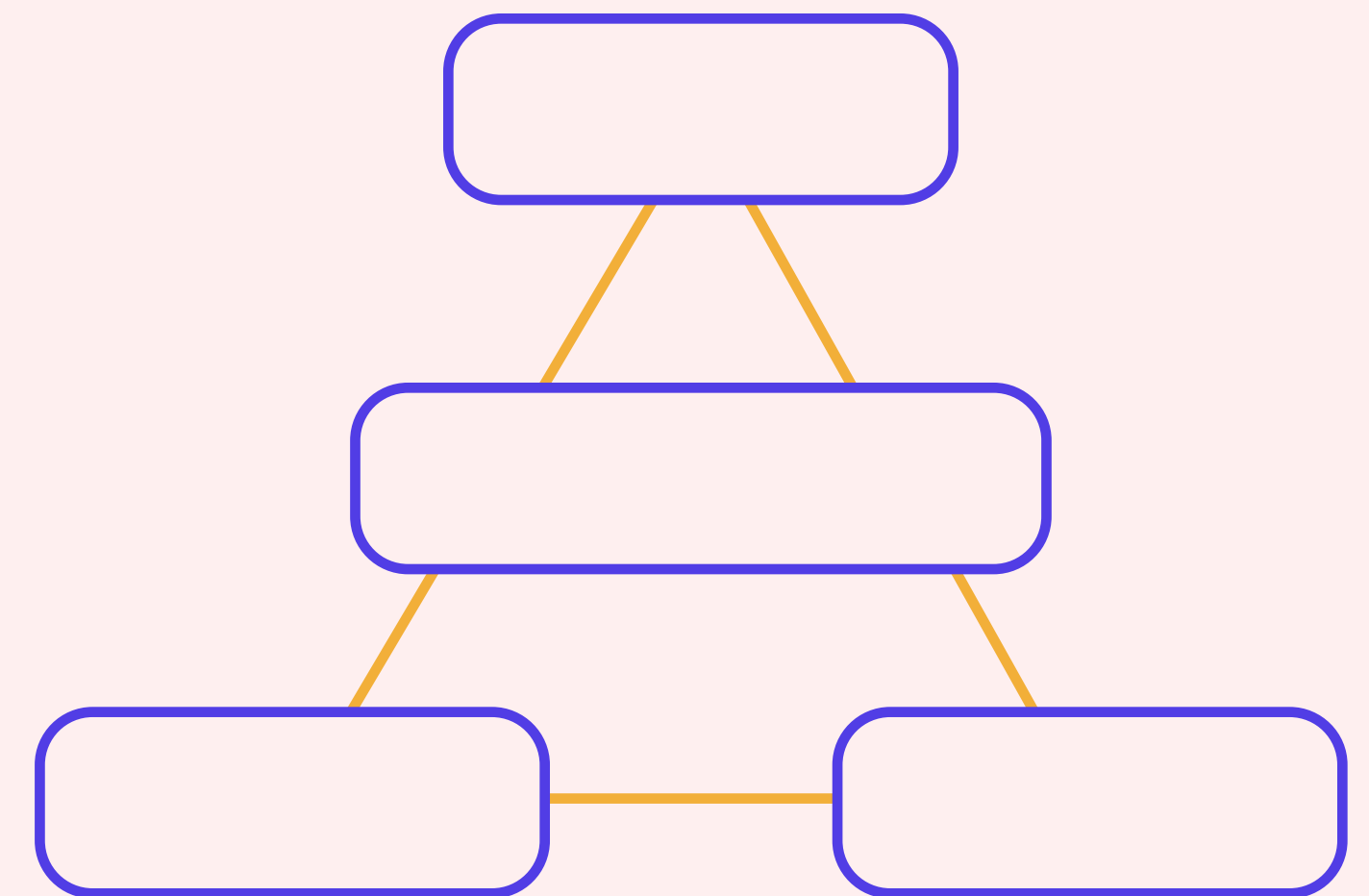
## Voice



## Feeling



## Impact



*Questions?*



# *Next Steps*



# *Next Steps*

## *1. Strategy*

- ✦ Design Brief Sent
- ✦ Stylescapes Developed
- ✦ Feedback Provided
- ✦ Final Revisions

## *2. Design*

- ✦ Design Direction Set
- ✦ Logo Developed
- ✦ Virtual Brand Guide Built
- ✦ Review and Feedback

## *3. Delivery*

- ✦ Final Revisions
- ✦ Consultation and Approval
- ✦ Deliverables Packaged
- ✦ Exit Survey



***THANK YOU!***  
***Let's Stay Connected***

