

Branding (SOP)

1. Purpose

To ensure all sermon series and church events are branded consistently, clearly, and on time, strengthening recognition, communication, and excellence across all platforms.

2. Scope

This applies to all branding created for:

- **Tier-One events** (*Hits 80% of our audience*)
 - Vision Sunday | Easter | Serve Day | Freedom Fest | First Wednesday | Missions Sunday | Fall Fest | Christmas @ FA|FM
- **Tier-Two events** (*Special Ministry Events*)
 - Mother's Day | Father's Day | Girls Night | Guys Night | Parents Night | Dream Team Nights | Mission Trips | Volunteer Christmas Party | YTH Retreat | Kid's Camps | CAA Recitals | FMCS Graduations | Non-FA|FM Events (Movie Premieres / Concerts)
- **Tier-Three events** (*Reoccurring Events*)
 - New Members Sunday | Sermon Series | First Wednesday | Men's Breakfast | Youth EP Nights | Connect Group Launch (Connection Sunday) | Training Nights | Welcome Lunch | Baptisms | Community Drives

This includes all visual, written, digital, and environmental assets.

3. Brand Ownership & Authority

Creative Director / Ex. Creative Pastor

- Owns final brand vision and approval
- Ensures alignment with church brand standards

Event Owner (Pastor or Ministry Lead)

- Provides direction, goals, and key messaging
- Confirms dates, titles, and purpose

No branding moves forward without alignment between these roles.

4. Branding Timeline Standards

Sermon Series

- Series title and direction confirmed: **6–8 weeks out**
- Final branding approved: **4 weeks out**
- Assets delivered to teams: **3 weeks out**

Events

- Tier One Events:
 - Branding kickoff: **8–12 weeks out**
 - Final brand approval: **6 weeks out**
- All Other Events:
 - Branding kickoff: **4–6 weeks out**
 - Final brand approval: **3–4 weeks out**

5. Branding Kickoff Process

A branding kickoff must include:

- Series/event title
- Dates and service schedule
- Target audience
- Key message or theme
- Tone (*celebratory, reflective, bold, etc.*)
- Required deliverables
- Back-Off Plan (*Tier-One Events Only*)

Kickoff is scheduled and documented before design begins.

6. Required Brand Assets

Core Assets

- Primary graphic (*all formats needed*)
- Series/event logo
- Color palette & typography
- Slide backgrounds
- Lower-thirds templates

Extended Assets (As Needed)

- Motion graphics
 - Video bumper
 - Social media templates
 - Print materials
 - Environmental signage
 - Stage screen layouts
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7. Approval Workflow

1. Initial concept presented
2. One round of feedback collected
3. Revisions completed
4. Final approval granted

No additional revisions after final approval unless critical.

8. Brand Consistency Standards

- Must align with church master brand
 - Fonts, colors, and logo usage must follow brand guide
 - No unapproved variations or personal styles
 - Templates used whenever possible
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9. Asset Distribution & Storage

- Final assets uploaded to shared storage
 - Clearly labeled folders by series/event
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10. Cross-Team Alignment

Branding must be shared with:

- Production
- Worship
- Communications
- Digital & Social
- Hospitality (as applicable)

This ensures visual and messaging consistency on Sunday.

11. Review & Improvement

- Post-series/event review conducted
- Feedback collected from teams
- SOP updated as needed