Branding tips and tricks

with a couple guidelines thrown in!

Effective brands are:	Which means:
... consistent	Make some decisions AND then follow through on your strategy. Brand recognition takes time... but eventually people on campus will immediately recognize something by you as yours.
... clear	Keep it simple - edit. Rise above the noise. This means limiting numbers of fonts and colors, ensuring everything is readable, and staying visually organized. Make it easy for your audience to understand you.
... authentic	SHOW the world who you are... don't just tell them. For example, if you say anyone is welcome but all the people in your pictures look similar to each other, what does that communicate? If you say you appreciate diversity, but the diversity in your photos is more than the diversity when someone shows up, what does that communicate? Be yourselves as God calls you be.

As a UKirk network ministry, you can take advantage of these branding resources, or you can create your own.
For example, you can adapt the UKirk logo to your campus colors, clearly communicating who your ministry serves (sorry, regional ministries! It isn't so easy for you).

You can find all downloadable resources here:

LOGO GUIDELINES

As an affiliated ministry, THIS LOGO (unaltered) should be on your website. This communicates our connectional nature.
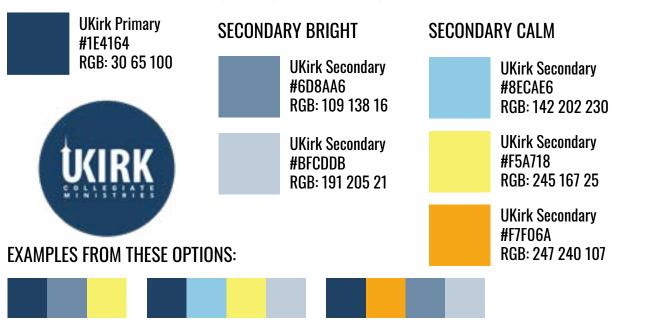
This logo CAN be adapted to created a unique logo for your ministry. Some successful examples:

FONT: Oswald is this font, available on Canva and Adobe; in all caps it can be used to match or replace the "collegiate ministries" text.

DEALING WITH COLOR

Settling on a brand palette will increase your visibility, but many people find color intimidating. You are welcome to use or adapt these palettes... and the internet can be a great sources for palettes (with a discerning eye). Remember, keep it simple! One or two primary colors and 2-3 secondary colors.

UKirk Primary
#1E4164
RGB: 30 65 100

SECONDARY BRIGHT

UKirk Secondary
#6D8AA6
RGB: 109 138 16

UKirk Secondary
#BFCDDB
RGB: 191 205 21

SECONDARY CALM

UKirk Secondary
#8ECAE6
RGB: 142 202 230

UKirk Secondary
#F5A718
RGB: 245 167 25

UKirk Secondary
#F7F06A
RGB: 247 240 107

EXAMPLES FROM THESE OPTIONS:

BRAND FONTS: Choose them! It helps to have a headline font, a body font, and something for special emphasis (like a script or something funky). Stay consistent once you have chosen.

PRO TIP: Save your brand elements as a library on Adobe or a Brand Kit on Canva. This will put your colors and logo at your fingertips at all times.

CLARIFYING WHO YOU ARE - SOCIAL MEDIA & MORE

If you had to describe your "voice" as a ministry in three adjectives, what would they be? Friendly? Reflective? Prophetic? You can't be all things to all people at all times, so who are you?

When you have it down to three words - write them down AND share them. Everyone who communicates on your behalf needs to use the same voice whether creating social media, editing the website, sharing bulletin announcements with a local congregation, and more. And, it should feel like "you."

SHOW, DON'T TELL

Yes, there are details students need, but they will be invited by seeing others in community, by seeing what they are invited into, getting a vibe from a flier or a post. Take lots of pictures of everything you do, then take more. Ask the students to share their photos (they ARE taking them) with you. Algorithms on social media prioritize faces or words or graphics. Use that to your advantage. And have fun with it - let your students do a takeover while planning an event or setting up worship. Share prayers written by students on your account. Encourage prayer or reflection by what you post.

Connect via social media - follow the students in your ministry on your ministry accounts, and follow as many campus accounts as you can find.