

BE *Free*

Design Guidebook

Introduction

Leaders, thank you for taking the time to review this guidebook. We hope that after reading it, you will feel adequately educated and equipped to make good design decisions that will support the visual identity of our church, and therefore allow us to more effectively share the Gospel.

Bekah and Michelle are here to assist and support you in this process.* Advanced planning is essential to providing maximum impact for your ministry or event, thereby contributing to its success. Please begin the process by contacting the church office so that Michelle can help identify your needs. We'll provide a thorough analysis of what you need and set forth a timeline to get you where you want to be. Bekah will then contact you for further details as needed.

**As of the printing of this handbook, the BE Free Director of Media and Design position is held by Bekah Chamberlain and the Executive Administrator in the church office is Michelle Thompson. The processes detailed herein remain intact regardless of changes in staffing.*

Promoting Your Ministry or Event

There are many ways to promote your ministry ... in person, in print, and online.

- Table
- Printed Media
- Announcements
- Video
- Social Media
- Website
- Personal invitation (perhaps one of the easiest, most overlooked and undoubtedly most effective means of promotion!)

Basic Design Tips

- When using the designation “BE Free,” please spell and capitalize it exactly like this: BE Free
- Handwritten signs, flyers, etc. should be avoided completely. A simple typed notice is legible and more professional.
- Limit the number of fonts you use. When selecting a typeface or font for headings, subtitles and body text, use easy to read fonts for simple and effective graphic design.
- Keep it simple. Make sure every element has a reason to be in the design.
- Be sure that your information is consistent, clear, and concise. Bulletin inserts, table signage, Facebook posts, email invites, etc. should all call the event by the same name and give the same exact date/time/place. Any variation in the information can create confusion. Please ensure that all advertising communication matches the design scheme set out by Bekah.

For example, imagine that you are running an event. The event is a “BE Free Friends and Family Potluck” scheduled for Saturday, November 12 at 7:00pm. All of the media that is used for that event should be the same across the board.

- When it comes to copy, less is more. The more text you include on your designs, the less effective you’ll be.
- Use high-quality images and avoid clip art at all costs. See the resources list on page 12 for suggestions on where to get good images.

Advanced Design Tips

- Simplicity is key. Keep the number of fonts, colors, shapes and frames to a minimum. Use contrasting tonal color combinations so that text is sharp and easy to read. Applying a solid frame to contain your copy will enhance the compositional structure of a design.
- Be sure that your information is consistent, clear, and concise. All of the media that is used for your event should be the same across the board. Bulletin inserts, table signage, Facebook posts, email invites, etc. should all call the event by the same name and give the same exact date/time/place. Any variation in the information can create confusion.
- When it comes to copy, less is more. It's hard for your audience to distinguish the important information within a design if you have paragraphs of text. Bulletin inserts and invitations should be used to create interest and give important information; they cannot be relied on as the sole vehicle to get people to attend your event. Instead, use announcements, personal invitation, and video to effectively entice your audience.
- Align images with grids or frames to make your design look more professional. Images at an angle make designs look amateur and unfinished.
- Make sure elements are correctly aligned, text is legible, contrast is enough, and space gives design features room to breathe.

Fonts

- Preferable fonts: Helvetica, Helvetica Neue, Arial, Avenir, Avenir Next, *Lobster 1.4*
- Fonts to avoid: Papyrus, Comic Sans, and similar fonts.
- For the sake of readability, font size should be 12 pts or higher.

Colors

Our main colors include: black, Peter River #3498db, grays, and greens.

If you're looking for more colors to use, check out: <http://flatuicolors.com/>

Avoid using fluorescent or primary colors.

For example:

You're invited! vs. *You're invited!*

Tables

*Tables MUST be requested from the church office **in advance**. Please **DO NOT** show up at service time and set up your own table without having requested it from the office. Donald will place the table in position for you ahead of time.*

Bekah can design the printed materials for your table, however, the remainder of table creation is the responsibility of the ministry leader. Please feel free to use Bekah or Michelle as a sounding board as needed.

Materials owned by church for table usage:

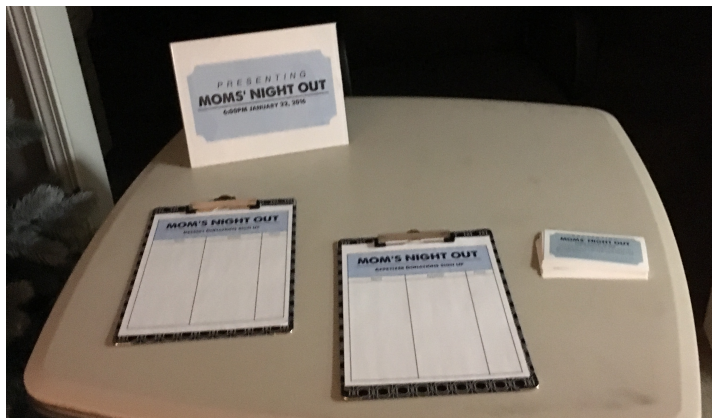
- Tablecloths (large clear plastic bin in food pantry)
- Decorative and plain clipboards (leftmost upper cabinet above work station)
- Nice pens (leftmost upper cabinet above work station)
- Acrylic sign holders (top shelf middle upper cabinet above work station)
- Acrylic brochure/flyer holders (middle upper cabinet above work station)
- Wooden sign holder with slot for receiving payments (this stand requires a key to open, so please request directly from Michelle or Bekah)
- Vases (corner cabinet #4 in the kitchen)
- Square stand for receiving credit/debit card payments (must be requested at least two weeks in advance so that we can be sure the square stand is appropriate for your event and so that we can educate you on how to use it)

Tips for a successful table:

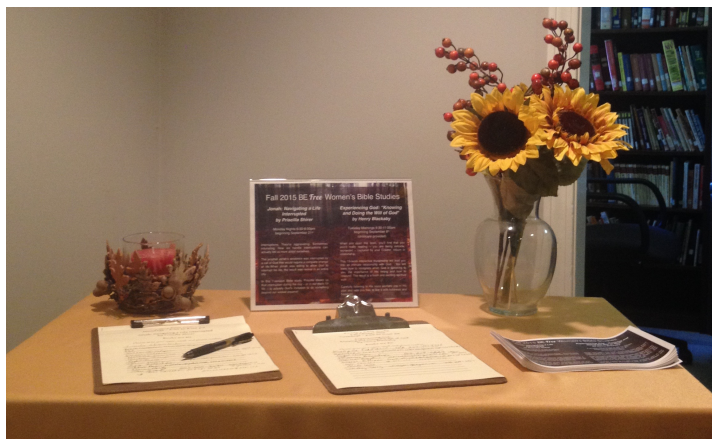
- Cover the table in a nicely colored tablecloth that coordinates well with what you'll be putting on it. Tablecloths should **not** be plastic and should be free from wrinkles.
- Create an 8.5" x 11" sign that includes the name of the event or ministry, the date and the time. Use one of the acrylic or wood stands to put the sign on the table.
- If you have extra invites, inserts or other printed media, include a small neat stack on your table. Or, use an acrylic stand to hold them.
- If you have books for a study, put a small stack of the books on the table.
- If you are requiring sign-ups, use one of the digital templates provided to create your sign up sheet. Place the sign up sheet on the table using one of the clipboards with a nice pen. Please **do not** just put a piece of paper with handwritten columns, etc.

- Add variation in height for added visual interest. Use a decorative plant, flowers, candle, or something pertinent to your event to add dimension and interest to your table. Going to an Iron Sharpens Iron conference? Put out a hammer and a piece of metal. Having a Mom's Movie Night? Put out a bowl of popcorn. Operation Christmas Child? Put out some Christmas lights and a box of items to donate. Get creative!

When your table is ready to come down, please be sure to return all church materials to their proper homes and remove any additional items that you may have brought in. If you leave a cleared table for Donald, he will put it away.



This table is on its way, but is lacking a tablecloth and additional elements to create interest.



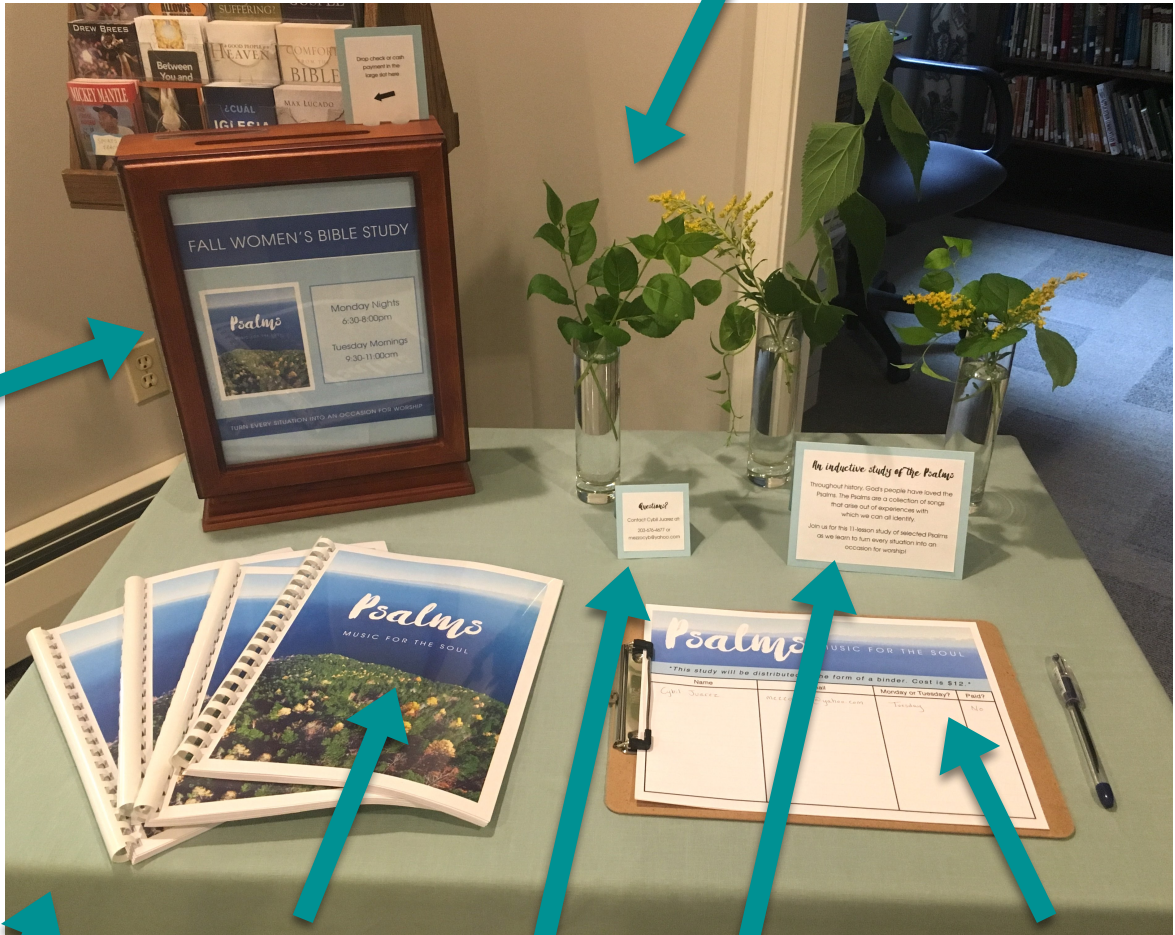
At the bare minimum, anyone can accomplish this!



Flowers and consistent design between all printed elements helped make this beautiful Women's Conference table.

Flowers and leaves to add dimension/
interest

Wood stand
to collect
payments.
Note that it
includes an
8.5" x 11"
sign with the
days and
times of the
study



Stack of books for
the Bible Study

Clean and
clear sign up
sheets with a
nice pen

Tablecloth in a color
that coordinates well
with the rest of the
table elements

Name of someone
to contact and their
phone number in
case anyone has
questions (printed
on white paper and
mounted to folded
color card stock)

A quick blurb
explaining what
the Bible Study
is about (printed
on white paper
and mounted to
folded color
card stock)

Printed Media

- Contact Michelle to discuss your needs and schedule their implementation.
- Templates have been provided to help start the process. Visit branfordefc.com/design to download the appropriate file for your needs. Fill in all pertinent information and submit to evangelicfree@sbcglobal.net.

Announcements

- Please call the church office during the week to schedule your announcement. Your announcement will have greater impact if it's not vying for attention with that of other events.
- Conciseness is key. Be succinct and to the point. Plan what you're going to say and keep your announcement to a minute or less.
- Creativity and props grab attention. For example, ride a pink bicycle up the aisle to promote a bike rally. Act out a quick skit. Read a poem about the food pantry.
- Include an action step. Help the congregation understand what to do next.

Video

While videos have proven to be an effective promotional tool within our church body, they should be used sparingly. Videos require careful planning and coordination to succeed. Due to the amount of time involved in creating a video, please request your video at least 2 weeks before you plan to show it. Requests will be honored based on availability and the size of the audience the video is intended to reach. Bekah can be used as a creative resource in the formulation and execution of your concept.

Social Media

Due to the continuing evolving nature of social media, the opportunities and methods of utilizing it to advertise your event may change. This is one area that will be included in the initial assessment of your event. Bekah will compose posts that are visually engaging, informative and impactful. If you have specific requests, please let us know.

Once something has been posted to one of our social media accounts, please encourage people within your ministry to share the post on their own social media accounts for maximum exposure.

Website

If your event or ministry is going to be included in the bulletin, it will automatically be included in our website's "Weekly Update." Church-wide events may be advertised independently on the website, but will always appear in the "Upcoming Events" section under "Weekly Update." Again, this is an area included in the initial assessment of your event's promotion.

Resources

branfordefc.com/design

Download useful templates to get started.

Canva.com

Canva is an amazing free resource for designing online. If you already have a Gmail account, you can simply sign in using your Google login credentials. If not, making an account is free, easy, and 100% worth it. Canva allows you to pick the type of printed media that you'd like to create, select a gorgeous template, and then modify it for your needs. After you create your design, you can download it for print. Place your downloaded design into a Word document or Pages for printing.

High-Quality Images

- unsplash.com/?grid=multi
- gratisography.com
- freelyphotos.com
- pexels.com
- stocksnap.io

Color Palette Inspiration

- <http://flatuicolors.com/>
- <https://colors.co/app> (just click on your spacebar to generate a new palette)

More Design Tips

<https://designschool.canva.com/blog/graphic-design-tips-non-designers/>