

# ARE YOU CONTAGIOUS?

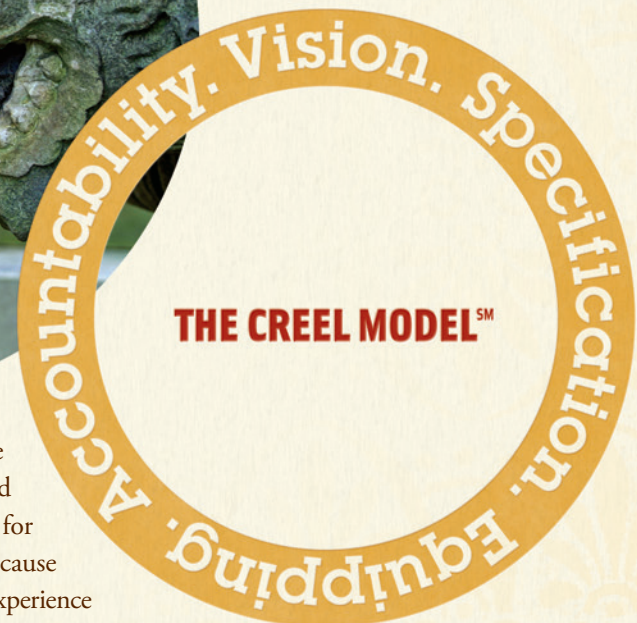
ORGANIZATIONAL  
BRAND DEVELOPMENT

**DO YOU HAVE A STRONG, VIVID, BRANDED IMAGE IN THE COMMUNITY?**

**ARE YOU EFFECTIVELY COMPETING FOR THE MINDS, HEARTS AND RESOURCES OF DONOR PROSPECTS?**

**DO PEOPLE EASILY CATCH ON TO WHAT YOUR ORGANIZATION IS AND DOES?**

We live in a branded world. It's easy to dismiss branding as a secular concept but the truth is God calls us to be great, shining cities on a hill. That means he asks us to be compelling. And in today's world, that means fighting with the weapon of a strong brand for the opportunity to be seen and heard. Sadly, many parachurch organizations fall victim to the false narrative that people won't give to ministries that look *too good*. The truth is donors give to organizations that look productive, effective, professional, intentional and passionate about the work they do. They give to organizations that look like they are at work where God is at work, a bright reflection of his standard.



My experience working with The Creel Institute to develop and brand a new worship experience for our church was outstanding. Because of our partnership, our worship experience was a well-thought out, strategic, contagious, exciting initiative that drew people in and laid the groundwork for a successful ministry, complete with a great logo and brand image. All of our work came together seamlessly in the brand precedent book they created for us, combining our brand standards, an outline of our objectives for the service, and practical advice and tools for beginning our ministry.

—Courtney Roberts, associate director of communications, Eastminster Church, Wichita, Kan.

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The  
**CREEL INSTITUTE** SM

There is no substitute for vision with passion, the real core of a brand. Organizations create great brands when they turn off the noise and retreat to rethink who they are uniquely and where they're going—when they extract information from that core. Paraphrased from *Minding the Gap*, by Laurie Carney with Jeffrey Carney

## DOES YOUR ORGANIZATIONAL BRAND HELP YOU BREAK THROUGH THE CLUTTER AND NOISE OF THE MARKETPLACE OF IDEAS? IS IT WINNING PEOPLE TO YOUR CAUSE?

We invite you to call Gail Derreberry, resource director, at 316.612.0300, ext. 14, for more information, or visit our website at [www.creelinstitute.com](http://www.creelinstitute.com)



## CREEL BRANDING SOLUTIONS

**Brand ideation**—group dialogue, exploration and development of selected elements of the brand platform

**Brand precedent book**—development of a comprehensive organizational identity platform that equips an organization to win and keep the attention of its stakeholders

**Minding the Gap**—A book based on the Creel Model that serves as a planning and editing manual

## CREEL BRAND PLATFORM (BRAND DNA MATERIAL)

- Predicating objectives
- Strategic brand assumptions
- Perceived objections/Brand obstacles
- Brand values
- Brand promise
- Core strategic brand messages
- Key selling points
- Brand personality
- Brand voice
- Portrait of priority stakeholders/vertical markets
- Review and assessment of organization logo and color usage
- Tagline
- Color palette
- Typography
- Imagery/photographic style
- Proposed creative
- Elevator speech

## CREEL PEOPLE

- **Businesses** (recommended for faith-based business owners who desire to be more intentionally invested in kingdom purposes)
- **Not-for-profit organizations**
- **Helping ministries**

## CREEL OUTCOMES

- **YOU WILL LEAVE THIS PROCESS DISCERNING HOW TO CONTAGIOUSLY PRESENT YOUR ORGANIZATION AND ITS WORK TO STAKEHOLDERS.**
- **YOU WILL UNDERSTAND CLEARLY HOW YOUR ORGANIZATION IS DIFFERENTIATED FROM OTHERS LIKE IT, WHO IT IS UNIQUELY CALLED TO SERVE AND IN WHAT CAPACITY.**
- **YOU WILL HAVE THE FILTER AND GUIDANCE OF DOCUMENTED BRAND DNA MATERIAL OR A BRAND PRECEDENT BOOK TO INDEPENDENTLY EXECUTE YOUR DAY-TO-DAY PROGRAM OF WORK. THIS IS LIBERATING!**

To order *Minding the Gap*, call 888.795.4274, ext. 7879, order online at [www.xlibris.com](http://www.xlibris.com), [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com) or visit your local bookstore.