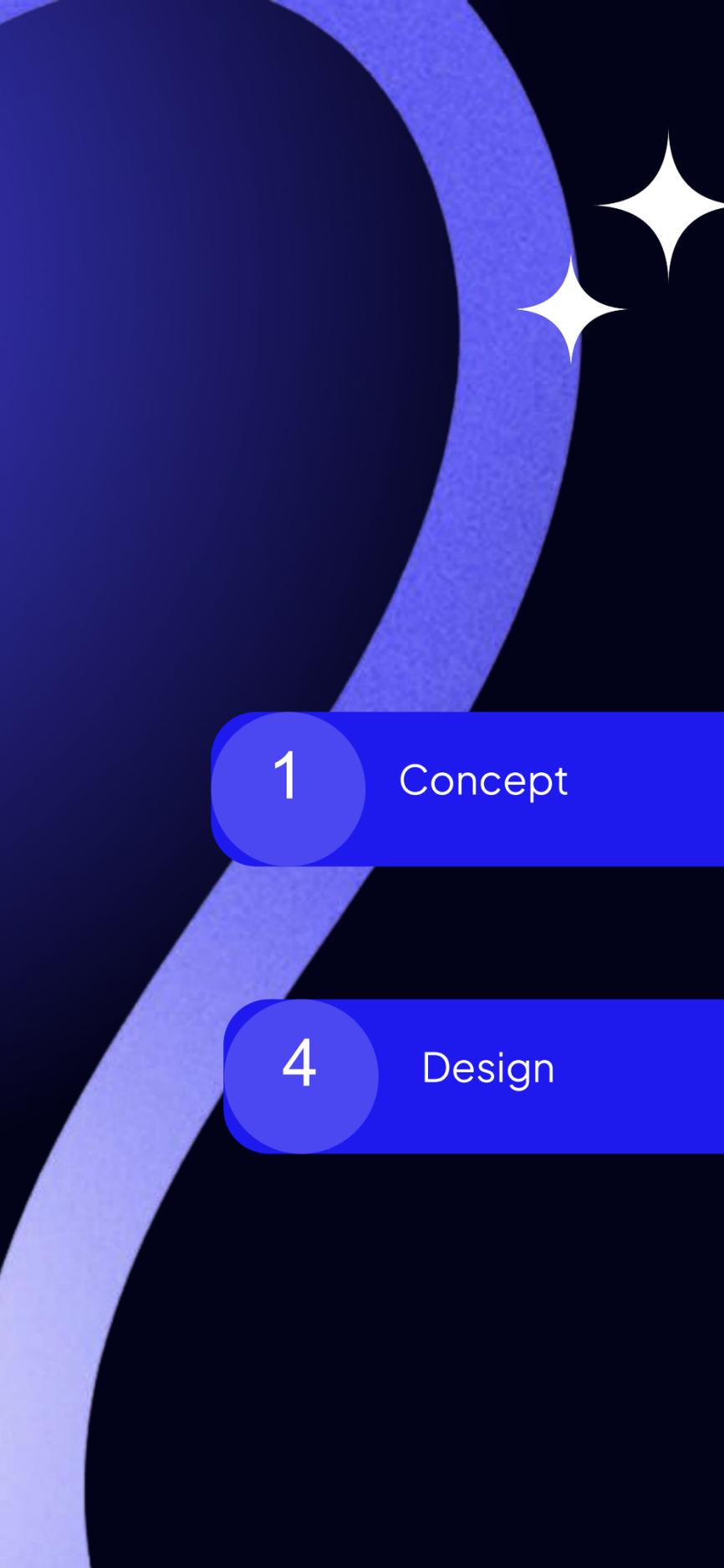




Branding Presentation

For Redemption Church



Today's Agenda

1 Concept

2 Colors

3 Typography

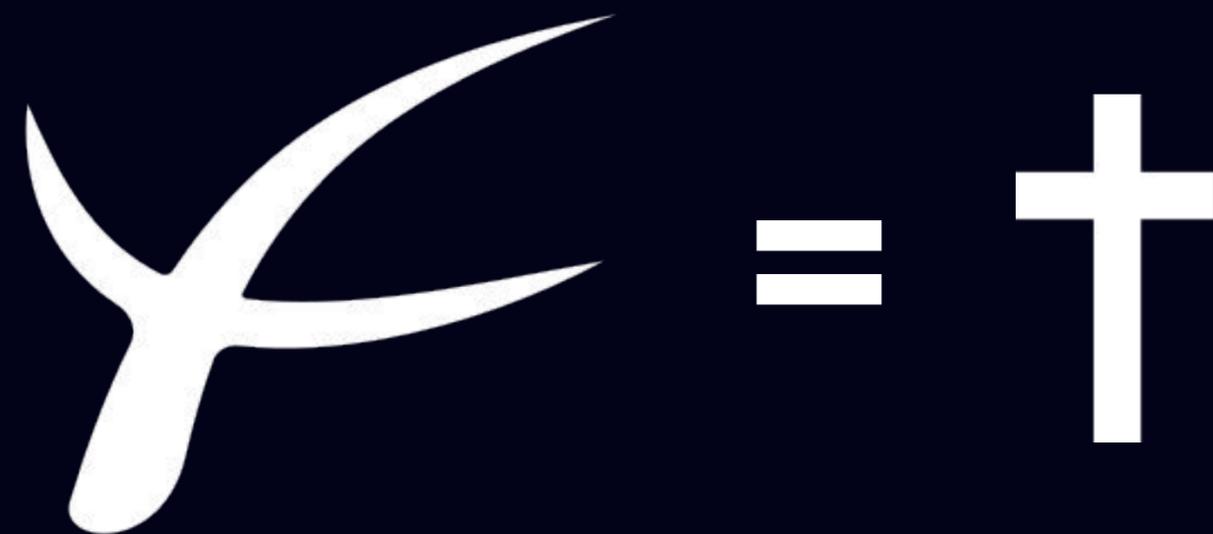
4 Design

5 Visuals

6 Feedback

Concept

$$\gamma = R$$





= Values

Colors

Deep Green

This dark, earthy tone gives the brand a strong foundation, symbolizing growth, stability, and rootedness. It works well as a grounding background or accent to balance the brighter colors in the palette, offering depth and seriousness.

Dark Teal

A richer shade that complements the primary teal and provides a modern, sophisticated touch. This color reinforces the brand's focus on transformation and spiritual depth while maintaining a connection to nature and renewal.

Teal

As the primary color, this teal represents renewal, growth, and transformation, which aligns perfectly with the church's mission to reach unchurched and hurt people. It's vibrant and welcoming, making it approachable and modern.

Light Mint

This soft, calming accent color adds a sense of openness and inclusivity. It brings balance to the palette by introducing a light, refreshing tone, which contrasts well with the darker hues. It conveys warmth and approachability, ideal for a church that seeks to connect with the community.

White

White symbolizes clarity, openness, and simplicity, making it a crucial element to keep the design clean and modern. It allows the other colors to stand out and contributes to the minimalistic aesthetic Redemption Church is aiming for.

Warm Gold

This bold, energetic gold brings warmth, hope, and optimism to the palette, aligning with the church's message of transformation and revival. It pairs well with the teal to create a beautiful contrast, making the brand feel uplifting and engaging.

Marigold

This vibrant orange adds a dynamic and adventurous touch, symbolizing energy, enthusiasm, and a forward-thinking attitude. It complements the gold and teal, enhancing the bold and approachable feel of the brand.



Typography

iBrand

Ibrand is a clean, sans-serif font that complements the modern, minimal design of the logo. Its simplicity helps the bold colors and shapes in the logo stand out without competing for attention.



Montserrat

A modern sans-serif that works well for headings. It pairs nicely with Ibrand Regular by providing contrast in weight while maintaining a cohesive, minimalist look.

Design



Redemption
Church



Redemption
Church



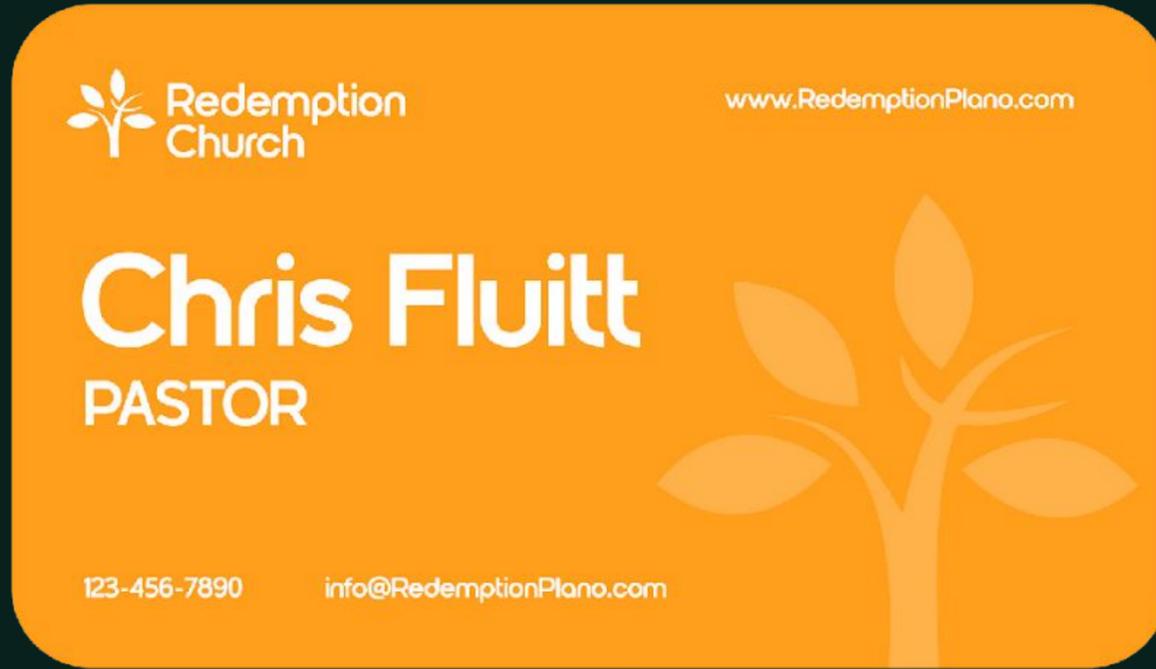
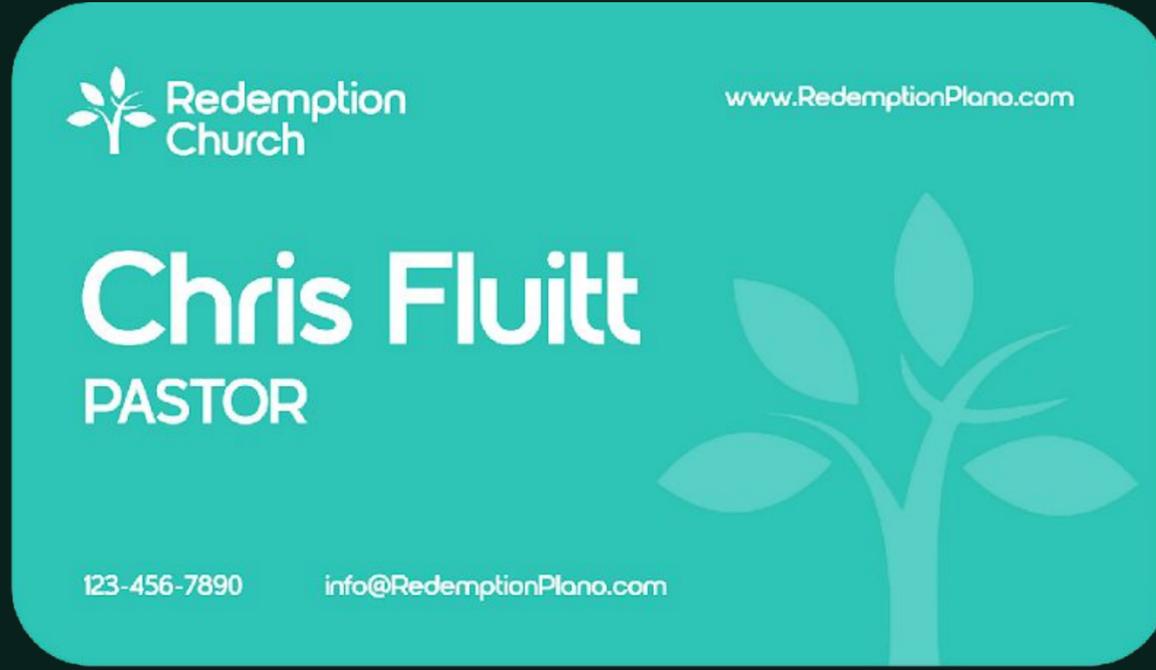
Redemption Church



Redemption Church

Visuals





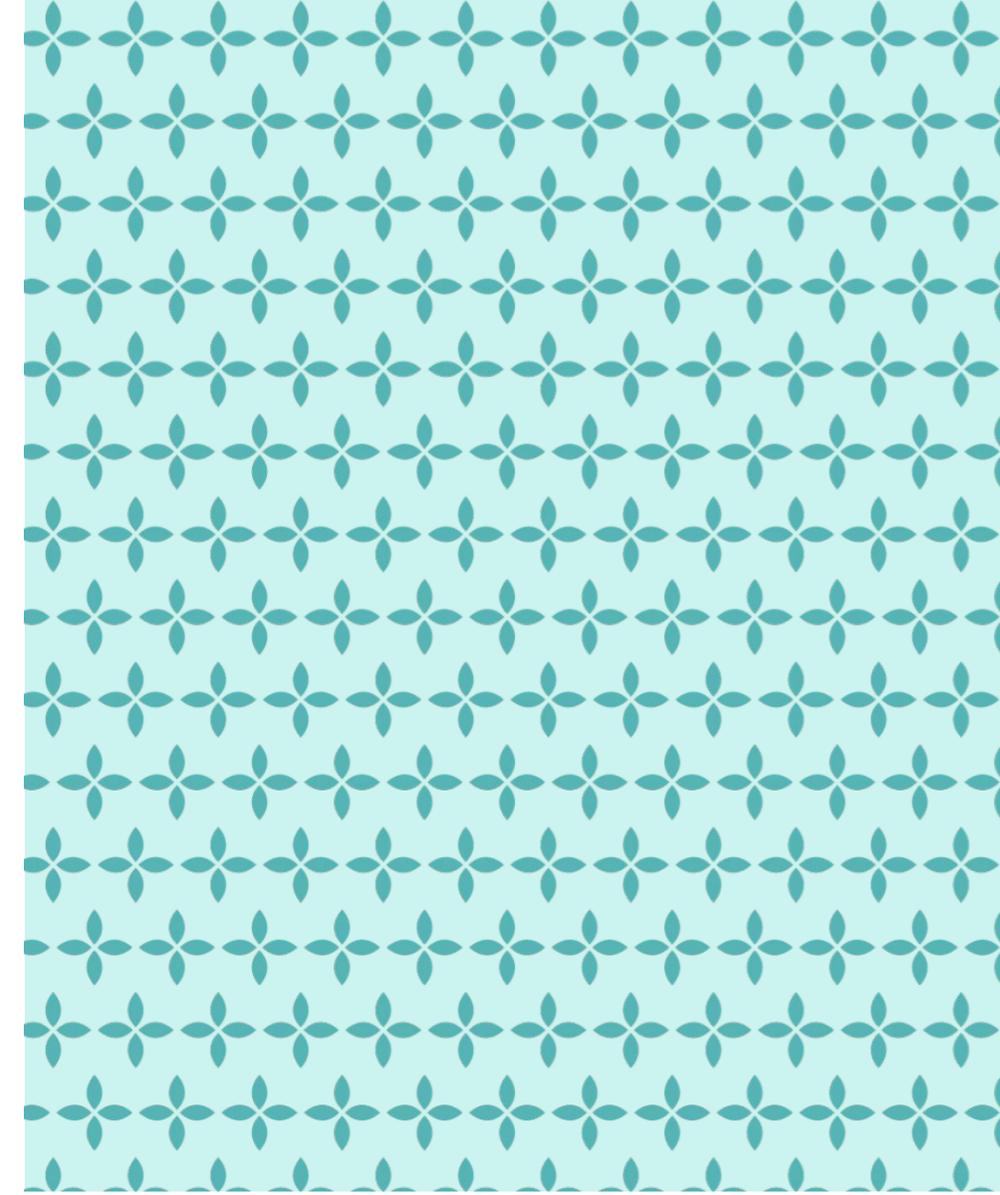
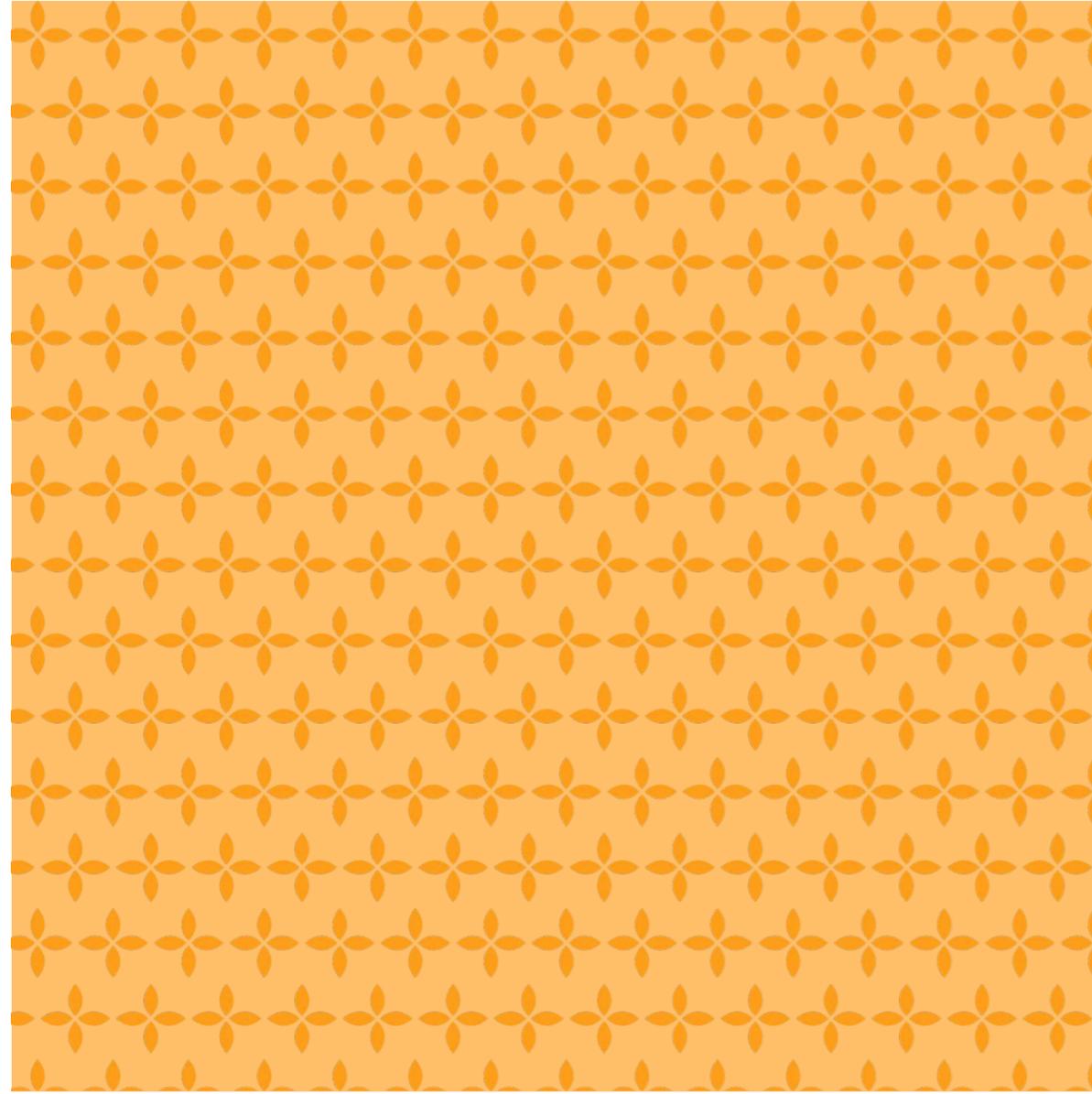
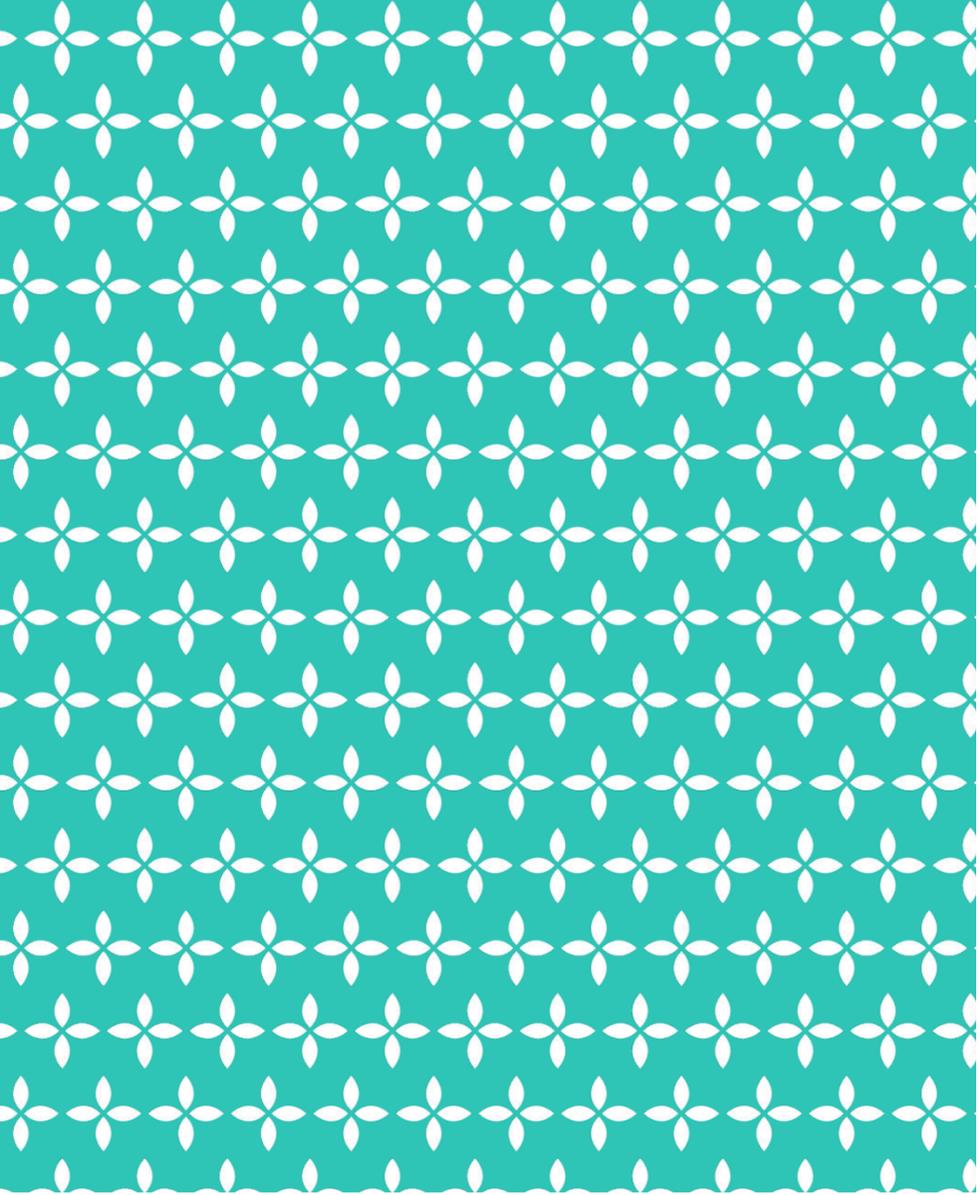
Social Media



RedemptionPlano.com

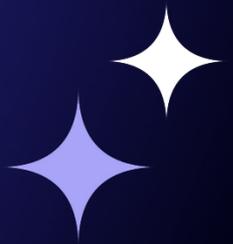
Love God

@RedemptionPlano



Pattern





Thank You

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