

WPC BRAND PALETTE

BRAND/ORGANIZATION: Westminster Presbyterian Church

BRAND DESCRIPTION: Westminster Presbyterian Church (WPC) is a PCUSA affiliated Presbyterian church in Alexandria, Virginia. Worship is at the center of WPC's focus, surrounded by education, mission and fellowship.

DEMOGRAPHIC/AUDIENCE: WPC's target audience encompasses people of all ages, from young adults to families to singles to seniors (and everyone in between), who desire to become a part of a community of faith.

BRAND ATTRIBUTES: welcoming, spiritual, worshipful, unified, socially conscious, active in the community, energetic, traditional, politically diverse, educated

TAG LINE: Worship Well

TAG LINE DESCRIPTION: this tag line encompasses the true spirit of the church and its members as a community of individuals for whom worship is a central action and focus

Using "well" as an adverb (as in, "we worship well together"), the tag line communicates:

- excellence in worship
- the centrality of worship
- the intentionality with which we plan worship services

Using "well" as a noun (as in, "I am going to the worship well"), the tagline communicates:

- sanctuary
- renewal
- baptism & communion

Using "well" symbolically as it appears throughout the Bible, the tag line communicates:

- a place of gathering
- of reaching out to the marginalized, the foreigner, the outsider, the stranger
- of Christ revealing himself and of people coming to find who he is
- of worship
- of decision making
- of love; and many others

There are over thirty Biblical stories or events in which a well places a central role.

Furthermore, referring to "Worship well" as a noun/physical place conveys the other areas that WPC focuses upon through worship:

- mission--the act of carrying water from the well to serve others, water is at the center of life/we need it to survive (we need water like we need love, so in terms of mission our "well" might be filled with the love and devotion that we constantly harvest to serve others, perhaps)
Our congregation recently provided a well to the Moi's Bridge Orphanage & Academy in Kenya.
- education--the wellspring of knowledge, (if you consider our "well" to be filled with spiritual knowledge then we harvest this to guide and educate others)
- fellowship--the well as a gathering place, water is at the center of life and we gather at our well to share this crucial substance (again, if you consider our "well" to be filled with love, then we gather at the well to harvest our love to share with others).

Because "Worship Well" conveys numerous meanings (literally, figuratively, biblically, spiritually), it is a perfect tag line to express the existence and purpose of WPC.

LOGO: the WPC logo will be an expressive visual image that will capture a sense of the welcoming, worshipful, energetic and traditional values that are central to the spirit and being of the church and its members. The logo will also convey WPC's focus on worship, mission, education and fellowship as the building blocks that form the foundation of the church and its purpose. The logo may or may not use either concrete, symbolic or abstract images to convey the use of "well" in the tag line, and the implied water in the well.

TYPOGRAPHY: the typography that will be used in the WPC collateral materials (logo, letterhead, etc) will evoke the welcoming, worshipful, energetic, and traditional values that are central to the spirit and being of the church and its members.

COLOR PALETTE: the colors that will be used throughout the WPC collateral materials will evoke the bright & deep blues found in the stained glass window in the sanctuary, which convey a sense of energy, spiritual being, and tradition.

IMAGERY STYLE: the imagery style for WPC collateral materials will consist of photography of church members, events, physical spaces of worship/education/fellowship/mission of WPC, and symbolic (either concrete or abstract) imagery pertinent to the tag line/brand (wells, water, gathering places, etc).