CHAPTER I

INTRODUCTION

Church has a brand. A strong statement yet a reality to every church. To put it simply, people have impressions and thoughts when they see or hear the name, logo, ministry, or initiatives of a church. For *Brand* is a collective idea formed in an individual's mind on what he sees, hears, and feels when thinking of a specific thing. In turn, this end-result becomes a distinguishing factor and identifying mark that makes one stand out. Though the term "brand" is attributed with secular marketing to building reputation and increased reach, it has also become a communication strategy for churches to create a relatable impression that can spark recall among its audiences.

Hence, if church has a brand, what has it been known for? The apparent message of symbols used by early Christians, as evidenced throughout its history, could be both controversial and redemptive. Oftentimes, the church is identified with the "cross." It was the contemporary Roman Empire symbol for shame yet after Jesus' crucifixion, it has become the visual symbol for the salvation narrative. Alongside the symbol for the cross is the "fish" symbol, or ichthus, which can also be traced back as a secret symbol for believers in the early church. Even at present, it is still used to represent a person being a follower of Christ. Relating both to branding, the association of these symbols and numerous others and their attachment to a narrative constitutes the existence of church's historical branding.

The Bible, both in the Old and New Testaments, presents a number of 'symbol-and-meaning' relationships across imagery and tangible objects. God made use of rainbow (Genesis 9:13), burning bush (Exodus 3:4), lamb (Genesis 22:8), ark (Genesis 6:14), shades of purple and scarlet (Judges 8:26, Esther 8:15, Isaiah 1:18, Proverbs 31:21) to convey God's message of redemption, reconciliation, preservation, sanctification, and glorification. In the same way, Jesus, the Greatest Communicator, connected and related to people with the use of the known things to characterize his parables and life-changing message. The audience associate Jesus to the idea of healing, forgiveness, adoption, belongingness, love, blessings, favor, and many good things- resonating sound in the absence of imagery.

Moreover, in Jesus' earthly ministry, the parallelism on how he used the known and the familiar to reveal the unknown is renown. He draws a connection from what is already registered in people's minds and assign deeper understanding of truths to these symbols. Jesus makes use of parables to communicate effectively to his segmented audiences, illustrate truth in a relevant and practical way, and captivate his audience with recall. A great evidence to this is found in Matthew 13. He used symbols such as seed, soil, weeds, mustard seed, yeast, and pearl – all known and relatable visuals to the people across the seven parables found in the chapter.

Jesus' branding content sparks impressions and beliefs of Him. His approach is radical and he reached out to all walks of life – from fisherman, to teachers, the tax collectors, the sick people, the outcast, to teenagers, and even to businessmen; His identity and message created an impact and inspired people. His existence on earth reveals the imagery of God's goodness on earth by presenting the identity of being a

Kingdom-oriented, heaven-branded being whose into His Father's business of bringing back the people to the eternal plan of salvation.

Significantly, the same message of hope and the eternal plan of salvation has been passed down to the present churches. The challenge is to bring forth the identity of Christ towards a large crowd of audience in a very 'noisy' information ecosystem. In the midst of the mandate of spreading the gospel, the church faces a changing media consumption trend leading it to require innovations and creative means to remain relevant to its target audiences. Further, there is the need for distinction – a distinction that goes beyond purposes of visibility and one that gives the promise of a life-changing experience.

Background of the Study

This study proposes church branding, as manifested in the *Development and Usage of Brand Book,* as a communication strategy the church can do to reach out to its modern audiences. Church branding, in its essence, can help the church present its identity and imagery. It can clearly portray the church's vision and mission, align its initiatives, projects, and messaging with consistency and coherency towards the church brand. It sets parameters on how to communicate creatively and effectively to its audience through modern communication tools.

Furthermore, Brand Book as the product of this production thesis and a guideline produced from church branding strategy can assist churches to carve their own identity that is recognizable and understandable. A Brand Book is a manual developed from an organization's vision, mission, core values, and personality. It is a visual record of visual representations, symbols, words, usage protocol and significance, rules, and aesthetics that assist in portraying brand identity.

Megachurches in the Philippines have adopted this communication strategy as seen from Victory Church, Christ Commission Fellowship, and Favor Church, among others. They effectively communicate and innovate their way to being perceived by the community of businessmen, professionals, students, and other targeted audiences. It is visible through their creative approach that they are investing passion and resources in designing appealing and timely visuals to all their communicative materials whether published or digitalized. The appearance of their church minimalist logo, clear and simplified wordings, bold and direct messaging are characteristics of their church visual identity.

The researcher recognized the importance and effectiveness of branding as a communication strategy for churches. Undoubtedly, branding and the underlying implementation are embraced by churches who can implement it. But for community churches, it is an overlooked situation due to, first, lack of resources to hire professionals for procurement, training, and strategy; second, insufficient skills and knowledge in branding, its process, and development to implement effectively; and last, the need of guidance to handle potential people and available equipment.

The production thesis then proceeds in selecting Reign in Life Christian Ministries Manila (RIL from here on), a community church, as a prospect audience for the study. It is a full-gospel church registered in Philippine Secular Exchange Commission located in Pasig City, Philippines with 150-200 multi-generational members. Ordained Minister Pastor Carmelo Pituc leads the church. The select church is a fertile ground for the study. It has a corporate foundation on Vision, Mission, Core

Values, Statement of Faith, Ministry Structure, and a Corporate Tagline that make up a good Brand Core.

In addition, RIL's readiness for branding can be seen on the availability of its existing Brand documentation. It consists of a clearly-defined brand core, logo, and color palette documented in a Keynote File, a working baseline for the development of RIL Brand Book. There are also 12 volunteers under RIL Team Creatives responsible for the church's Multimedia needs wherein six of its members are dedicated to work on the graphic design materials.

The project commenced with the initiative of the researcher. A proposal was submitted to the Senior Pastor whose prior vocation is in the field of Marketing before going into full-time ministry. RIL is a growing community church whose mission:

> "To inspire people entrust their lives to Jesus Christ and become His active partners in expanding God's Kingdom of grace on earth."

And vision:

> "… of becoming a vibrant church for the Lord Jesus Christ, Reign in Life sees clearly by faith: the sharing of good news to thousands of people in Metro Manila, the equipping of people to become active partners with the knowledge of their divine design; business people are nurtured as they foster dynamic ministry involvement and support; network of small groups as a place where people found a community of love, acceptance, and encouragement; people-friendly worship services and events are welcoming numerous members; and church facilities that can accommodate a continuous growth and expansion."

is an excellent rationale for the development and usage of the Brand Book having the primary purpose of assisting church visual identity, i.e., making a distinction from the crowd of Metro Manila, and aligning all communication materials toward coherency and consistency to creatively communicate the good news to thousands of people living in

Metro Manila whose audiences comprise of various demographics. As a young and

modern church, RIL is also utilizing social media platforms to reach out to thousands of

audiences online. Moreover, it is noticeable on their Facebook visibility with 3,400 Page

likes as of this thesis writing.

Theoretical Framework

For the development and usage of the brand book in this production thesis, the

researcher used the Shannon-Weaver model of communication (Shannon 1948) as a

framework to illustrate the flow of the study. Its adaptability and usability help the

researcher describe in a non-complex way the communication pattern of Brand Book

development and usage.
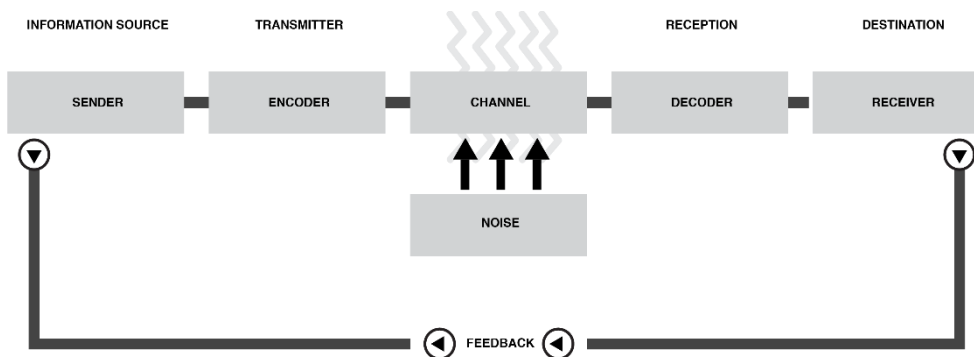
Figure 1.1: Shannon-Weaver model of communication

The communication model developed by Shannon or also known as "A

Mathematical Theory of Communication," was designed to show the communication

process between information source and destination and the underlying in-betweens

known as the encoder, channel, noise, decoder, and feedback. Based on this framework,

the information source produces a message transmitted and adjusted on the proper current

suitable to the medium or channel. Here the message will meet various noise that may

affect its effectiveness. It will then proceed to the decoder to be received by the receiver, and the process will then reconstruct and repeat as feedback going to the initial step of the process. (Shannon 1948, 3)

Figure 1.2: Adapted Shannon-Weaver model of communication

In this Adapted Shannon-Weaver model of communication, the researcher identified a parallelism of Shannon's model of communication to the study's framework. The adapted framework distinguished the brand book as the product of this study and an information source that contains the church branding guidelines. It is subject to a preliminary evaluation that identified as the transmitter in the process. Here, the materials are adjusted and assessed, after which proceeds to the church-guided usage.

The church guided usage is the channel of the framework, where the messaging encodes into a platform. For this study, the select platform is Facebook. The medium lends itself well for the study due to its minimal learning curve and ease of use (Dragon 2012, 41). Facebook, in particular, also allows users to (1) establish relationships, (2) possess attributes, and (3) perform activities in the online world with the social elements of (1) identity, (2) relationships, (3) conversations, (4) groups, (5) presence, (6) curation, (7) reputation, and (8) gifting (Dragon 2012, 48).

Anticipated in this study is audience acceptability of the brand book implemented in the church material. The researcher is actively engaged in this process for a set period.

This implementation, which includes the whole process of brand book development and guided usage, will be evaluated by the researcher through a collective gathering of data from observation, participation, focus group discussion, and evaluations in the last part of this study.

Conceptual Framework

The conceptual framework of this production thesis is ordered sequences of the Brand Book Development process. The exchange of messages and engagements is entirely online, maximizing Facebook as an instant messaging application and Google Drive for cloud storage of files. Outlined by three phases: (1) Brand Book Development, (2) Church Guided Usage, and (3) Evaluation.
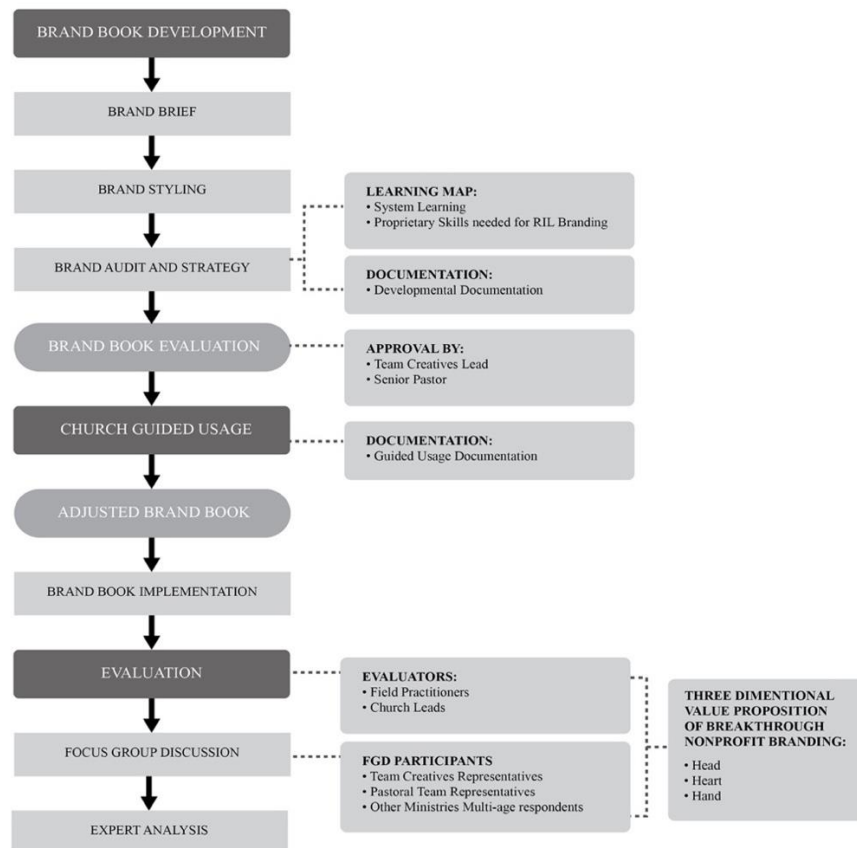
Figure 1.3: Conceptual Framework

The framework begins with the brand book development phase with three underlying sequential processes and an evaluation that is essential in the study's progress. Here, the researcher receives a brand brief from RIL, which is vital for the brand styling wherein design elements and visuals are assigned to align with the church identity. The brand audit and strategies are also executed in this phase as part of the development. This is to identify the acceptability of the audience with the other platform of messaging for improvement. Learning Map is introduced to the team during the brand audit and strategy to hand in the branding implementation's proprietary skills. It is also necessary to have the material evaluation here as the last process of the phase to adjust the brand book according to the organization's standards and qualities, the adaptability of the people who will continue to implement it and the audience's receptiveness on the perceived identity portrayed in branding.

The adjusted brand book is implemented for four weeks as the second phase and serves as the study's core. Observation and gathering of data from design outputs and daily Facebook engagement also occur under this phase. Thirdly, a collated evaluation from the responses of the Evaluators (a group of Field Practitioners and Church Leaders), Focus Group (composed of Pastoral Growth Team, Team Creatives, and other Ministry of the multi-age group), and Expert Analysis. Placement of the three-dimensional value proposition under the last phase emphasizes the three levels of understanding: perception (inform), behavior (inspire), and action (enforce); the researcher gauges if the Brand Book as used by RIL have impacted their target audience.
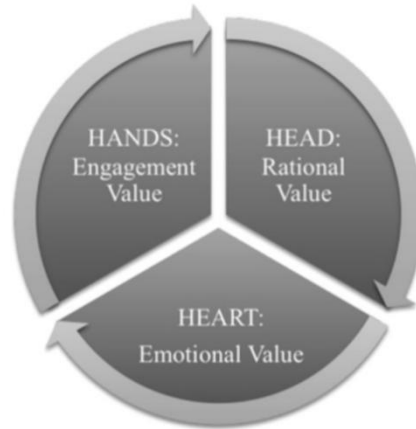
Figure 1.4: Three-Dimensional Value Proposition of Breakthrough Nonprofit Brand

The circular model indicates that the framework is a cycle and is a continuous process of convincing minds, pulling the emotional trigger, and engaging the audience to act towards the shared goal of the organization.

This framework will also be used by the researcher as the outline of thoughts to be asked during the FGD for the evaluation of the produced Brand Book and its implementation on the chosen platform. Given that the project is bound to a set time of development, the material is still subject for improvement and further adjustments after evaluation. In addition, this three-dimensional value proposition by Daw (2011) can also assist the church on the re-evaluation of their brand expressions and a revisit of their developed Brand Book in the future.

Thesis Statement

The complexity of the digital landscape and its rapid development are challenging the Philippine churches to be innovative and creative in reaching its multifaceted, active, and visual audiences. This thesis aims to raise awareness among community churches on

the importance of church branding as manifested in the development of a Brand Book and its eventual usage as a critical component of their communication strategy.

Significance of the Study

As the product, the Brand Book and the processes documented alongside the study would help in the brand-building and communication strategies of community churches of similar membership scale and capacity. It will help fill the gap on the lack of resources, knowledge, skills, and guidance in branding among community churches. Likewise, it will also improve the churches' communicative materials through the understanding of branding and usage of Brand Book.

With the understanding of the significance of church branding, the essence of Brand Book, and how it works on highly digitalized visual audiences, Christian Communicators could develop their own creative processes that can assist churches in creating visually appealing, clear, coherent, and well-organized graphics that are distinguished and engaging. The study also helps Christian Communicators to continuously explore the trends and analyze these to create new communicative systems and methods in order to meet a broader audience.

Further, this study also benefits the Church creatives responsible for the production and execution of their church designs and materials. Having the design reference and guidelines will lessen the time and effort of drawing unity to the design elements since there are predetermined choices of colors, typography, textures, icons, and tone of voice. Developing graphic materials will be a manageable effort since the brand book contains the format and guidelines to design visual materials.

From the results of this project, the researcher sees the possibility of increased awareness of the importance of church visuals and representation and its contribution to the modernized method of church communication. The researcher also recognized the Brand Book's purpose as an essential part of Creative Ministry's design workflow and can be a great tool and guideline for churches.

The study is also a good support for any initiative that discusses the usability of 'secularized' marketing methods into the Christian media frontier. As discussions on this have been few and remote, the study's adoption of the Brand Book and its resulting implementation is a worthy case for full-scale implementation as well as scholarly criticism.

Definition of Terms

For this production thesis, the following terms are operationally defined in the context of the study:

1) Brand Book- Manual developed by the researcher with an input from RIL. This contains the parameters of RIL's brand. Documentation developed following a branding process containing a set of information on RIL's profile, history, vision, mission, core values and tagline. It also includes the guideline on the proper usage and constraints in regards to logo, typography, color palette, icons and devices, patterns and textures, and graphics.

2) Brand Brief- For the context of this study, this term is used as a set of information provided by RIL to further understand the church position, target audience, brand personality, and current situation. This document

includes History, Vision, Core Values, Beliefs, Church Structure, and

other related information about the church that are needed for the Brand

Book development.

3) Brand Audit- This would be the process of collecting and assessing digital

and printed materials to be used as promotional materials.

4) Brand Styling- The intentional process of bringing out the brand identity

by aligning the organization's aspirations and values through creative

expression. This would also involve integrating visual elements such as

logos, typography, color palette, icons and devices, patterns and textures,

and photography.

5) Hybrid Engagement- The communication approach to be used in the study

which combines partial online and face-to-face correspondence by the

researcher and RIL. This would apply to the researcher's daily

correspondence, design briefs as well as the Focus Group Discussion.

Scope and Delimitations

The study's implementational scope is the revisit of the existing Brand

documentation and development of the RIL Brand Book. The study did not create

modules for the brand book development, graphic design, Facebook business tools, or

any proprietary and auxiliary skills related to it, such as social media marketing, logo-

making, or creating infographics. It also excludes audience reception as a focus of

analysis. The medium for implementation of the brand book in this study is bound to a

specific digital platform which is Facebook, maximizing access to its 3,400 online

audiences. The urgency of usage for the 30-day soft implementation and the pandemic quarantine restrictions across the researcher's location and participants' domain inhibited any physical or onsite soft-launch.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter is a review of related literature on the development and usage of Brand Book, and the methodology used in the study. The first portion focused on the usage of Brand Book in the Consumer Culture and how it is used in a church set-up. Screen captures are also included to show samples of its utilization. The three phases of Branding underlying the Brand Book development which covers Brand Brief, Brand Styling, Brand Audit and Strategy are discussed in the middle of this chapter. The last portion is the methodology used to assist the church volunteers of RIL.

The Brand Book

"Design is the silent ambassador of your brand," words coming from an American graphic designer, Paul Rand. With Rand emphasizing that designs have a great impact on reflecting the brand, one can say that great designs are not just created over random ideas merged overnight but a product of hard work documented and rationalized for a period of time. Prominent brands are recognizable not just with their name but with the symbols, colors, and shapes that are affixed to their identity. As important as ensuring the brand is well represented, good corporate designs go hand in hand with the idea of being coherent, consistent, and clear. To ensure that all collaterals are clearly communicated and are aligned to the brand identity, corporations make a handful of guidelines and hire

professionals to take full responsibility of the corporate communications, hence, a Brand Book is being pursued to be developed.

A Brand Book is a manual created from the depth and breadth of the organization's vision, mission, core values and long-term goals which purposefully created, managed and continually evaluated to remain relevant (Holland 2006, 49-51). It is developed as a branding framework for profit and nonprofit organizations (Alabata 2018). Not confining creativity to a box of rules and restrictions but builds up and escalates artistry from preset of elements that best illustrate the brand identity to all brand expressions.

The manual comes in different shapes, sizes, styles, and formats, from pdf to online portals, from instructional to inspirational (Miltenburg 2017, 275). With its main purpose of keeping a coherent identity of the organization, this assembled set of graphic guidelines (Moote 2013, 160) consists of brand visuals such as: Logo, Color Pallette, Typography, Icons and Devices, Patterns and Textures, Photography and Tone of Voice (Humberstone 2015, 14)

Therefore, its usage allows the brand as a whole to be recognizable (Moote 2013, 160). Ensuring technical and creative consistency on all brand expressions (Miltenburg 2017, 41) while administering on how the brand identity is applied throughout different mediums (Moote 2013, 161). Allowing various artists of different perspectives and styles to execute a unified design maintaining the same look and feel of the brand. Likewise, this aligns the design team internally giving them the direction and capability to express the brand into great distinct visuals that best illustrate the brand identity with preset

choices of art elements maximizing the time and effort of the organization while being efficient on its brand awareness initiative.

Brand Book in Consumer Culture

Brand Book usage can be traced as early as the 1400s, it may not be presented as it is today, but it is undeniably a simple guideline tool that have helped the marketers of early years on proving ownership of raised cattle (Miltenburg 2017, 28) As characterized by using a hot iron to cauterize or stigmatize a symbol on cows, distinguishing them as a property of someone. This branding process has brought the rationale for its word development derived from an old english word "brond" literally means fire, flame, or destruction by fire (Online Etymology Dictionary).

This usage has emerged from the early beginning to the rise of goods production. And to deal with the issue of differentiating factor among goods that are produced in roughly the same category and quality. Branding was embraced by the secular as a proprietary tool developed from the brand's visual identity and ownable assets (Rogoll 2015, 123). Consequently, today's consumer culture has greatly influenced the communication and creative process. As Myrna Marofsky said, "People have remote controls in their heads today. If you don't catch their interest, they just click you off." This new media culture requires a greater need for emotional and expressive experiences. Organizations should rethink how they can effectively and creatively communicate their brand to people who are not just merely audiences but participants.

The Usage of Brand Book in the Modern Church

The modern church adaptation to the new media culture is a battle against the remote controls in the heads of their audiences. Church is faced with the fact that it needs

to cope with the current trend and inspires the consumer culture (Twitchell 2004, 49), and to continuously communicate its message and convince its audiences. Creative communication should be given the highest priority by churches in order to cater to a wide scope of diverse people in the community. Not to follow the communication trend but to redefine the trend and use it as a compelling tool to bring more people to engage. A good example of this is on how western churches have utilized this modern tool and become the trendsetter among churches in the developing countries.

Churchmotiongraphics.com compiled a list of churches that effectively developed and published their Brand Book online, making it available as a learning tool for those that are still developing or inquiring on its use. Some of the churches named by this website are: Life.Church, Newspring Church, The Wesleyan Church, and Grace Church. Glimpse of these churches' Brand Book are documented by the researcher in the screen captures below:
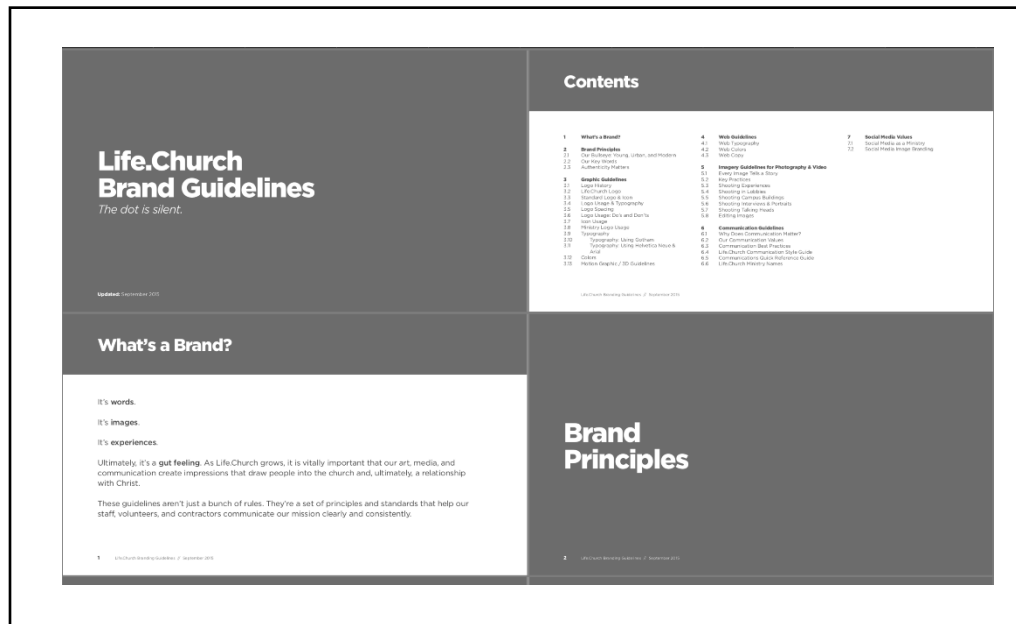
Figure 2.1: Excerpts from Life.Church Brandbook
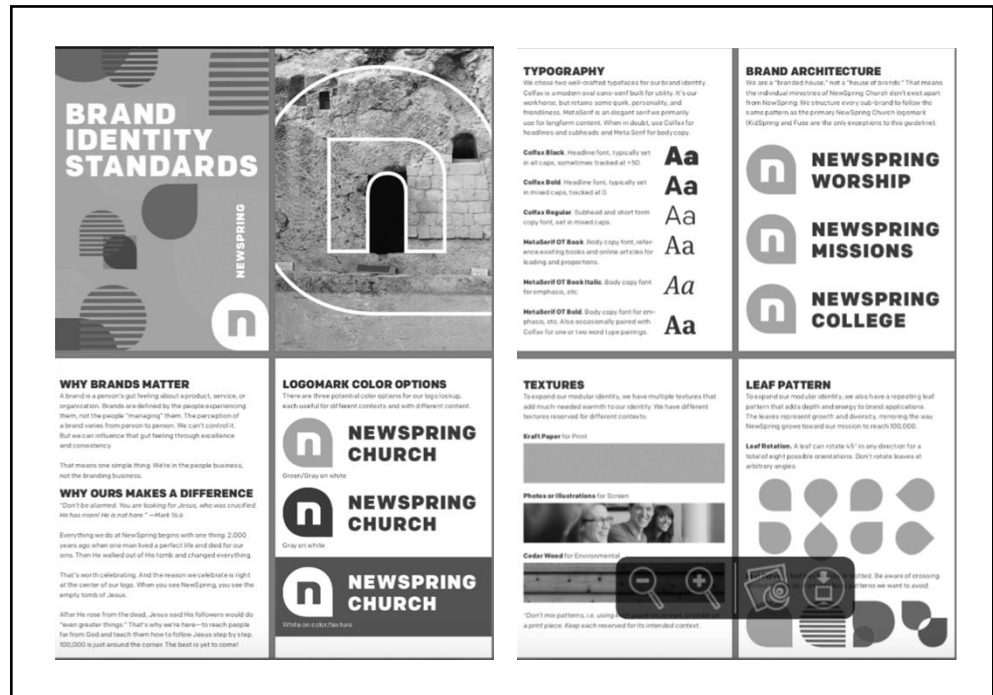
Figure 2.2: Excerpts from Newspring Church Brand Book
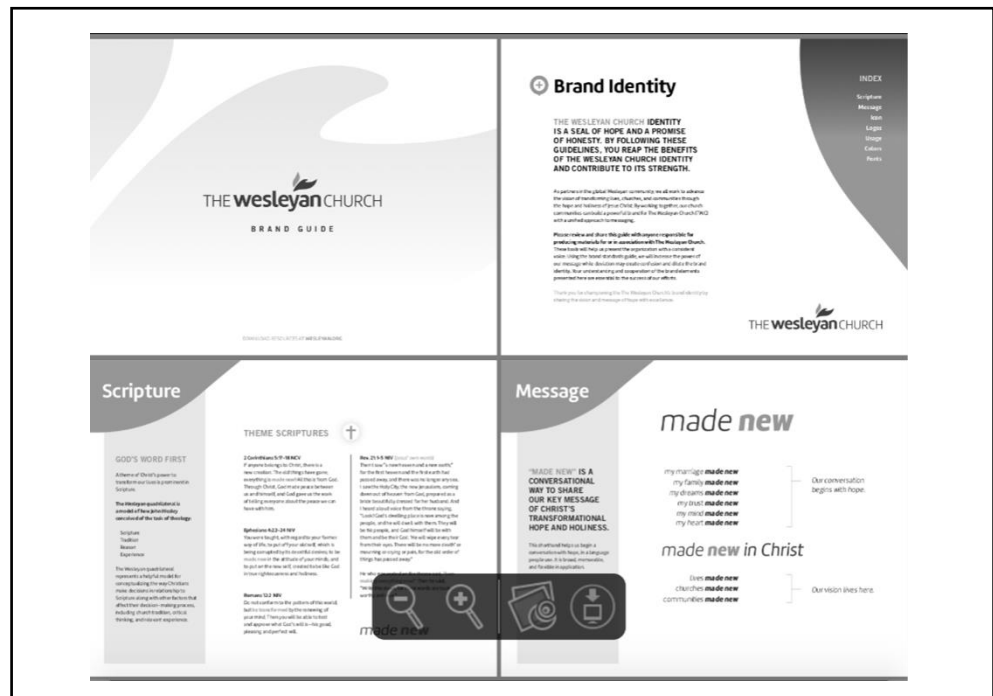
Figure 2.3: Excerpts from Wesleyan Church Brand Book

Figure 2.4: Excerpts from Grace Church Brand Book
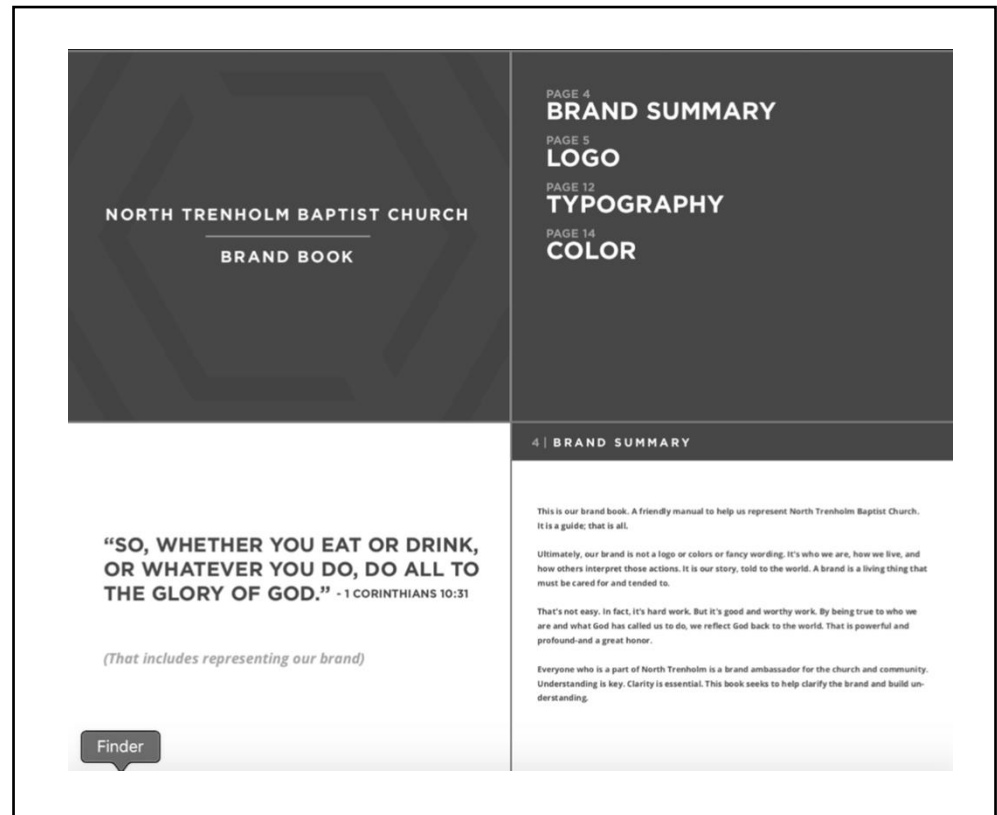
Figure 2.5: Excerpts from North Trenholm Baptist Church Brand Book

Church Brand book usage is also noticeable among Philippine churches such as in Victory church, Christ Commission Fellowship, Favor Church, Greenhills Christian Fellowship, New Life Church, Word for the world Christian Fellowship that can be visibly seen implementing their brand guidelines across their website and Facebook media platform. Below is compilation of screen captures from these churches' Facebook Page.
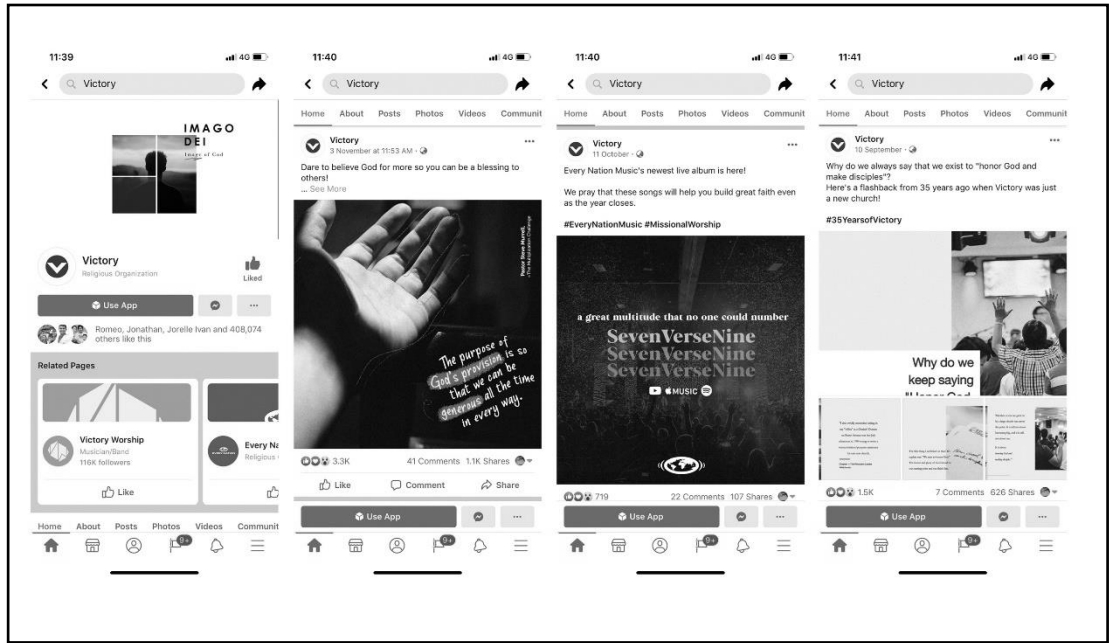
Figure 2.6: Screenshots of Victory Church Facebook Page
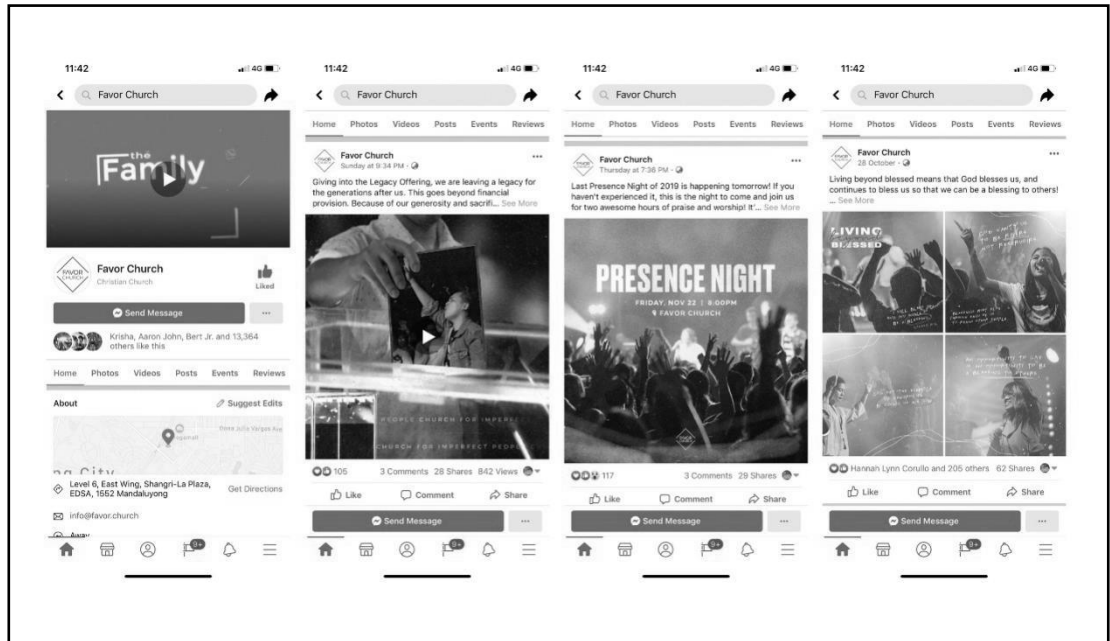
Figure 2.7: Screenshots of Favor Church Facebook Page
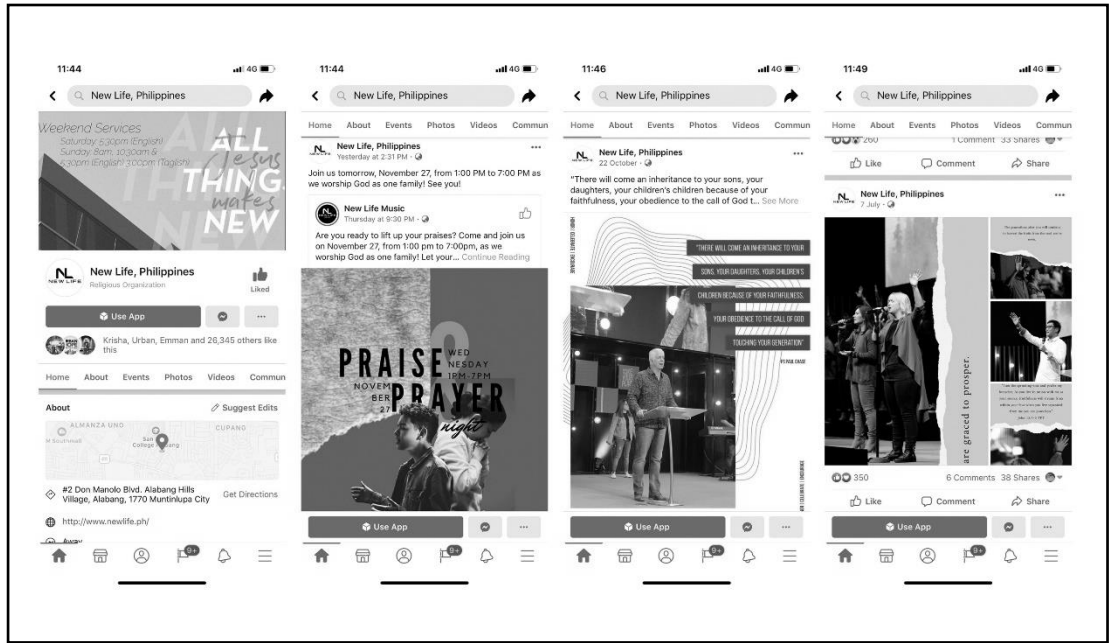
Figure 2.8: Screenshots of New Life Church Facebook Page
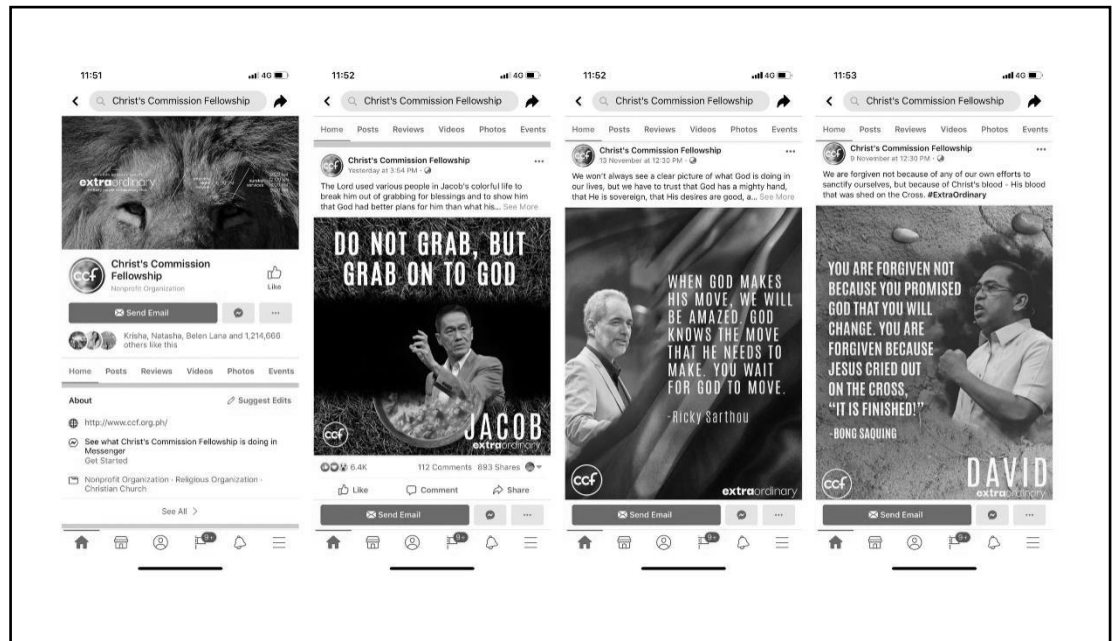
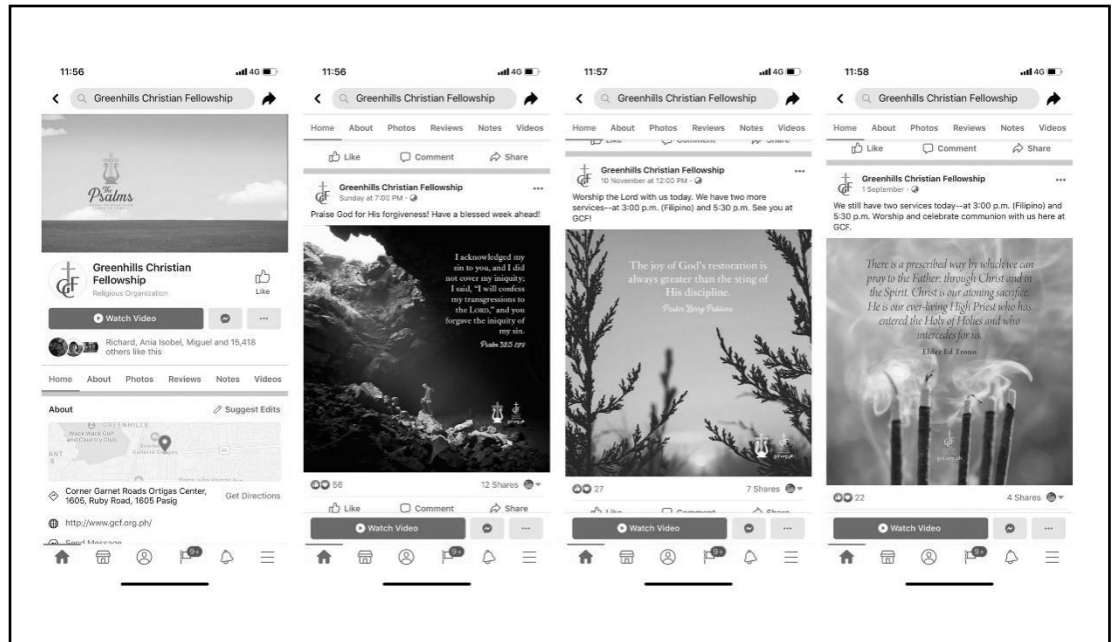**Figure 2.9: Screenshots of Christ Commission Fellowship Facebook Page**

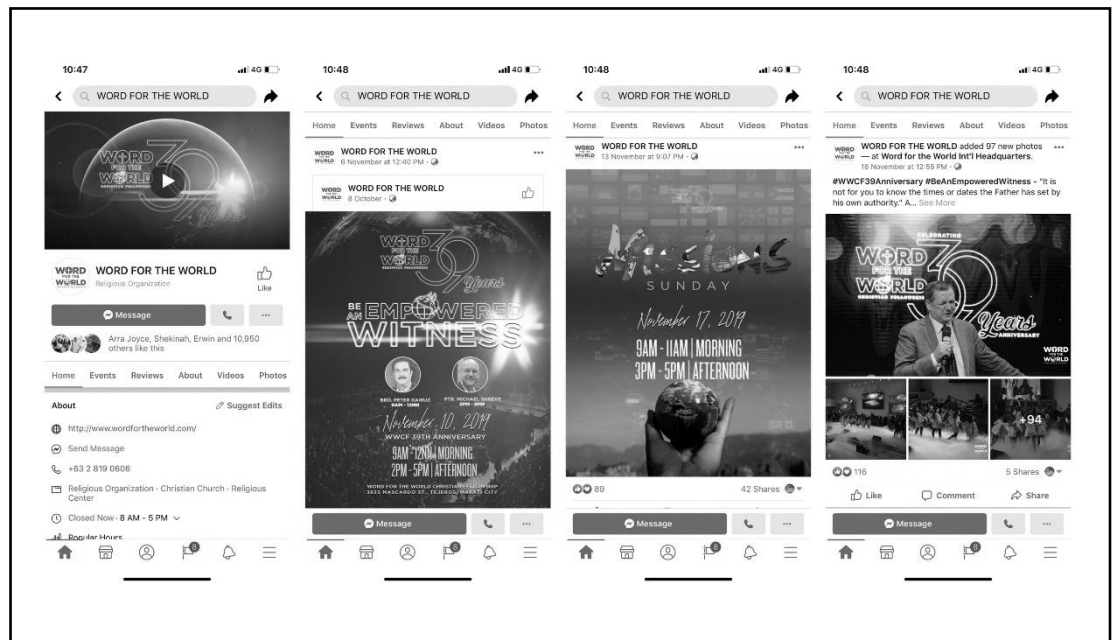**Figure 2.10: Screenshots of Greenhills Christian Fellowship**

Figure 2.11: Screenshots of Word for the World

Unconsciously, other modern churches may not be aware that their repeated use of colors, typography, and art style across their materials and media platforms can be considered as fragments of their visual identity that bit by bit building up to the brand image perceived by their audiences.

Church Branding and Brand Book Development

Church branding is more than the church creating a logo for the organization, it's more than the name retention from audiences' mind, the designed imagery, preset brand elements, or graphics for aesthetics sake (Daw 2011, 32). It's the collective perception of an identity (Daw, 59). An integration of all the aspects mentioned above in order to develop a church brand that is distinguishable by the community.

Church branding can be an outlet for church creativity. Since it is intangible assets not present on the real world but resides on human mind (Tai 2014, 65), it encourages the creative team to explore and go beyond the typical. As a catalyst that drives all the organizations' initiatives towards the church's goals and visions, this communicative tool illustrates one's identity through coherent, consistent and clear messaging. It also helps the church become systematic. And assist the church to communicate its message on a creative and relative way. It is a presentation of unified whole that helps in framing church identity. Generating ideas on who they are, what they do, why it matters, what they can offer to the people, and how they can reach to these people. (Miltenburg 2017, 18)

With these, churches can get resources through the connections built from partnership and loyalty. Making reputation a more critical part for nonprofit organization according to Jim Collins where supporters and members give their financial resources

and efforts in return of intangible social goals. Similarly, branding also empowers the people of the organization with pride from the sense of ownership. Elevating their commitment from a clearly understood vision causing them to move towards one direction. It also stabilizes the church amidst the inevitable ups and downs through grounded beliefs and focus (Daw 2011, 36-37).

The creative process of branding in this production thesis involves 3 sequential phases that can be seen in the conceptual framework: (1) Brand Book Development Putting all together the brand elements into a manual or guidelines which has three underlying processes: Brand Brief (documentation of the brand context and constraints), Brand Styling (conceptualizing the visual identity), and Brand Audit and Strategies (Assessing the internal and external factors such as published materials); (2) Church Guided Usage; and (3) Evaluation (continuous process of development and re-evaluation of the branding from FGD and expert analysis). Since this study focuses on the development of Brand Book, the researcher seeks further resources on the underlying processes of Brand Book development:

Phase One: Brand Brief

Defined as the document that sets parameters on the brand building project (Holland 2006, 310). It is usually provided by the organization to the team responsible for the development of brand book to ensure that it is properly understood on its context, structure, goals, and constraints. As Tai suggests, establishing the brand should happen right on the formative stage (Tai 2013,11)

As the brand brief is being prepared, these things should be understood: (a) the church's position in the community, its unique quality that makes it divergent whether it's a church catering for families, business people, young people, or other specified

audience category (b) Vision- the preferred destination, the vibrant future challenging enough to be achieved, (c) Mission- the initiative, areas of focus and actions towards the desired destination, (d) core values- the principles and beliefs of the church which are important factors in achieving the vision, (e) personality, and (f) current situation.

Brand brief can be considered as the grasp of the brand essence, the brand discovery as termed by Catherine Chai on her Brand Growth Linear Process (Chai 2016, 3). It is considered an initial process in branding (Miltenburg 2017, 199) where gathering of information, insights, and inspirations takes place.

Phase Two: Brand Styling

Brand styling is an intentional process (Humberstone 2015, 19) that includes planning from brand brief, developing strong creative concept, implementing a well-crafted and professional looking logo, pulling together all brand elements that best suit the brand identity, and predesign materials with impact and lasting impression. In this process, the creative team develops the gathered information insights, and inspirations into tangible assets and communicating materials that create the visual identity of the organization.

Brand styling involves the logo-making that best illustrates the brand, choosing of color palette and typography that show its personality, icons and symbols that reflect the brand's values and beliefs. And some specific guides on the usage of spacing, photos, and overall composition of a material. Here, the team responsible for the brand book development should also redefine the intentions of brand styling, being particular on the church's audience, what types of branding attract this group, how should your audience

feel when they see the church visuals, and how this new visual identity reflects the vision, mission, values and goals, and personality of the church.

Phase Three: Brand Audit and Strategies

Brand audit is a systematic way of understanding the brand's initiatives and projects and how these things added value to the organization, supporters and audiences (Mootee 2013, 160). It is also a process of reviewing all published materials and brand expressions resulting to a chart of assessment (Holland 2016, 308).

Being one of the steps in branding, brand audit as a process requires considerations on the Mission, Vision, Core Values, Brand Personality, Target Audience and its demography and other existing brand elements being used. With the end result of brand audit, the creative team can strategize communicative materials that best serve the audience. For audience only pay attention to what it is only relevant and truly engages them (Mootee 2013, 47).

Hybrid Engagement: Online and Distance Learning

Hybrid Learning or also known as blended learning is a technology-mediated course that reduced the amount of face-to-face-time and replaced it by online activities (Bonk and Graham 2006, 140). It relies heavily on the use of web technology to support communication and interaction among people from distant places. As Bonk and Graham suggest, with expanded thinking, Hybrid Learning can be recognized as a mix of experiences that created a big idea. These experiences can be a mixture of online courses, invitation to lunch, field tours, and other nontraditional elements that can help in the learning (105).

As a mediated learning, it aims to communicate across space and time (Sardar, Van Loon, and Appignanesi 2010 ,12). Its popularity was recognized by American Society for Training and Development as one of the top ten trends in the knowledge delivery industry. Being a distance learning technique, three advantages are quoted by Graham, Allen and Ure as to why it was a preferred learning design: (1) Improved Pedagogy, (2) Increased access to knowledge and flexibility, and (3) Increased cost of effectiveness. As an improved method of teaching, it helps the learners acquire tool-related skills and technical information and maximize the face-to-face time for application, discussion, and decision-making skills (Cottrel and Robinson 2003, 261-269). In addition, the flexibility and access of learners to knowledge are determined as equally important to the convenience of not sacrificing other commitments, social responsibilities, or concurrent involvement to the field of work. By being cost-effective, this learning system reaches to a globally dispersed audience making an advantage on the reduced use of time.

The use of this technique has been widely embraced in the area of education. Being not bound by time or distance, it greatly increased the students' independence. Synchronous learning or events that are occurring at the same time in an online space which includes meetings, virtual classrooms, web seminars, conferencing, and instant messaging reflect a physical classroom setup (Kumi and Smith 2014) that allows to train small groups or provide a one-on-one coaching in a cost-effective way (Bonk and Graham 2006, 111). On the other hand, asynchronous learning that provides students the same content for classroom such as lectures, learning contents, web-based simulation, and notes at different times has the potential of helping students that are not participative

and collaborative on traditional classroom. Here, they can work at their own pace and control the pace of instructional information (Bremer 1998).

Hybrid learning in the corporate relates in the advantages of (1) requiring little or no face to face interaction and is dispersed geographically, socially, or culturally, (2) communication with technologically facilitated mode, and (3) communication with one another asynchronously. These benefits contribute to enhance the team richness through a diverse perspective (Ubell 2010, 76) As a demonstration of the corporate acceptance, collaborative approach to learning intertwine the use of trend, a confluence of new collaborative tools to create an engaging environment (Oblinger and Oblinger 2005) for team learning. This virtual team being a social system represent diverse culture, relationships, roles and individual identities (Ubell 2010, 228) that may be considered in choosing which communication technology can be used in learning. But as Ubell suggests, instant messaging principal benefits such as (1) asking and answering questions, (2) making contact quickly, and (3) relational communication provide immediate access to content availability (Ubell 2010, 236).

This technique will be used by the researcher to equip the team of the church in the brand book development and usage. Given that the most exciting opportunity provided by Hybrid learning is to create learning communities (Bonk and Graham 2006, 121) irrespective of distance and time. The researcher also sensed that this learning technique is best paired with the computer-based communication particularly the social media for it able to connect to the very fringes of thinking and interests of the learners (Dragon 2012, 41). In social media, learners can respond to one another, ask questions, comment to a situation, and help to resolve an issue. It is a platform where learners can

(1) establish relationships, (2) possess attributes, (3) and perform activities wherever they are, as added by Ric Dragon (2012). This engaging environment may be helpful to the virtual creative team of the brand book development and usage project because of its flexibility and convenience provided that the team consists of learners with outside commitments such as work and social responsibilities.

Ethnography: Participatory Media Approach for Digital Media

Ethnography is a systematic study of people belonging to a particular society. It explores cultures, traditions and complex behavior (Rajagopal 2019, 71) of people in naturally occurring settings or fields by means of various methods that best capture their social meanings and day to day activities (Brewer 200, 10). Allowing the researcher to observe, participate, examine and reflect upon the subject within a period of time. As Wacquant depicted, it is the close-up, on-the-ground observation of people and institutions in real time and space in which the researcher participates directly yet externally to collect data (Wacquant 2003, 5).

In the past, Ethnography is associated in the study of primitive societies which is concerned in the exotic and faraway cultures. But now, it is a tool to investigate the familiar, the near and the modern (Damen 1987, 57). In the same way, ethnographic research's "field" traditionally pertains to a geographical place where the study takes place but the shift in media reshaped the research design and qualify websites, network, online board, and social media as the field of Ethnography (Daynes and Williams 2018, 74). This makes the digital platform as a new field that unveils the interesting lifestyle and practice of computer mediated people. The increasing familiarity of people on social media leads more ethnographers to study intercultural interactions such as chatroom,

discussion forum, blogging, microblogging, videocasting, podcasting, social networking sites, virtual world, etc (Hua 2016, 476). This participatory media approach, a study conducted over the internet was termed Netnography (Kozinets 2015, 1).

Nowadays, Ethnography is not just a work of anthropologists and sociologists, many disciplines such as education, business, intercultural communication, law, geography, health, psychology, and gender studies have engaged in the use of this research method (Hua 2016, 473). Examples of this is the study conducted by Dell Hymes and John Gumperz on the Ethnography of Communication that seeks to understand the language in social contexts (Gumperz and Hymes 1972). In business, this participatory approach has been a helpful tool in understanding the consumer behavior through media. The growing new technology disseminates power to the consumer (the object of study) as co-creators in the product and service customization (Rajagopal 2019, 71) and at the same time authorize the marketers (researcher) to personalised their message and its position in the society.

In the course of this project, Netnography, Virtual Ethnography or Participatory Media Approach for Digital Media will be used by the researcher as a tool to study the people involved in the development and usage of Brand Book. This genre of ethnography is an immersion of the researcher to the use of Facebook Messenger and Facebook Group as the field for observation, discussion, interaction and participation with the people in the Creative Team of RIL and the church members who are responsible and fully aware of the project. This approach requires initial or introductory work, interaction by the researcher on some level, data collection, analysis, and the developing knowledge and insights of the researcher (Greenhow 2011, 78). It will also comprise the holistic

approach as argued by some of the researchers in the study (Teli, Pisanu, and Hakken 2007) who suggest that this type of Ethnography should include the online and offline contexts. This means that the researcher will not just be present in online scenario of consultation, discussion and observation but will be present in a few times during the project development.

Focus Group Discussion for Design Projects

Focus group is a group of four to twelve individuals who have some things in common and several differences, and led by a knowledgeable moderator who handles the discussion among the members (O'Reilly 2005). It is employed to have a better understanding of the key factors in the project. The discussions from this focus group aids the researchers to understand the context of each individual, their culture, opinions, needs and ability to execute and participate in the project. As interaction is a glue to distance learning, so it is to the individualized connections created from focus group. It facilitates learner's attention, cognitive processing, effort and subsequent interest (Hirumi 2014, 207). This sustained interest from creative group (Greenfield 2016, 458) where creative element has been introduced will lead to a developed knowledge and experience in the field.

The identifying factors of focus group from other question-driven research methods are the following: number of participants, level of structure, level of flexibility, length of time lag, use of support materials, and use of modern information and telecommunication technology (Greenfield 2016, 456).

CHAPTER III

METHODS AND PROCEDURES

This production thesis's objectives are categorized into three main ideas: Awareness, Understanding, and Action. To create an awareness that there is a need for Reign in Life Church to improve and implement its brand intensively: (a) awareness that there is a communicative Paradigm Shift, (b) and a call to develop engaging materials for the visual audiences, (c) that will communicate the church vision and values effectively to the people.

With the consciousness of this current position of the local church comes the understanding of the goal of this thesis which aims to educate RIL of (a) Church Branding and its significance, (b) Brand book development and Usage (c) Implementation of the church brand visual identity across all digital communicative strategies through the Facebook Platform.

The third objective of this project is to engage the Creative Team of RIL to move into action. The scope of this last objective is (a) to create communication materials that are creative, consistent, and in order; (b) to utilize the social media platform, Facebook, to stay connected with the visual-oriented audiences, and (c) to challenge the team to continuously improve themselves as they innovate and implement branding to its full extent.

Techniques

Hybrid Engagement (Online and Distance Learning)

To equip the creative team of RIL on the development and usage of Brand Book and to be able to engage in the process and implementation, the researcher used the technique of creating an online community through a Facebook group where online resources and instructions were uploaded to inform and educate. With its enormous advantage of not being bound by time and distance, a hybrid engagement is the most appropriate approach to these church volunteers who are learners with outside commitments such as work and social responsibilities. The brand book development was guided by a Learning Map consisting of related topics on branding and graphic design, compilation of all the needed materials such as presets of fonts, colors, textures, icons, sample style and treatment of the RIL brand elements. Consultation during the process of Brand Book development and usage used an adapted form of Blended Learning, which means a reduced time of face-to-face interaction among the creative team and the researcher yet providing them asynchronous learning instructions which allowed them to work at their own pace and control. Virtual meetings were also conducted.

Online Ethnography (Participatory Media Approach)

The usage of online ethnography allowed the researcher to observe, participate, examine, and reflect upon the implementation of Brand Book in the digital communication materials of RIL on Facebook. As areas of researcher engagement, the following Facebook features were used: Facebook Group (Learning Environment),

Facebook Messenger (instant messaging, on topic and off-topic conversations, interactions and encouragements), Facebook Publishing tools (summary of post reach and actions), and Facebook Page (Platform for Branding Implementation). Periods of engagement were agreed beforehand. Observation will be staggered and randomized.

Focus Group Discussion

A group of eight individuals were considered for Focus Group Discussion. Members were a mixture of people from the Pastoral Growth Team, Creative Team, and other ministries of the multi-age group.

Chiqui Coloma and Ruth Erika Montes were representatives from the Pastoral Growth team. At the same time, Krisha Dulay and Darlene Tumbali were respondents from Team Creatives. Another set of members were Rizza Guevarra, Genesis Alvarez, and Miguela Cabanlit were from other ministries of the multi-age group. The presence of the Senior Pastor, Carmelo Pituc, was added to this FGD.

This approach was supported by a set of questions, pictures, and PDF file to facilitate the discussion better, allowing the researcher to understand the impact of the guided usage of the developed Brand Book and how it affected RIL's creative communication approach.

Procedures

In the pre-production stage, a pre-determined church was identified as the audience of the study. RIL was considered based on its readiness and fertile ground for Brand Book implementation. The researcher understood the current situation and the

need for systematic procedures for the development and usage of Brand Book. A brand revisit was done. The brand brief was passed to the researcher to understand further RIL's Mission, Vision, Core Values, Church Structure, Corporate Tagline, Statement of Faith, and other existing brand expressions.

An initial meeting with the Team Lead or Representative also occurred in this stage, the researcher discussed the significance of the study, the scope of the project, timeline, and commitment needed. In this early stage, the Learning Map for Hybrid Learning for team equipping was crafted to blend with the process of Brand Book development. The Learning map was intensively plotted for two weeks and have assisted the creative team on time given before the production stage.

The production stage took four weeks, covering the design of 4-week graphics, a total of more than 30 images which were scheduled post on Facebook for daily uploads. These graphics are a combination of verses, quotes, preaching sermons, reminders, and announcements designed and aligned with the newly developed Brand Book of RIL. The uploading and scheduling of these graphics were done in Facebook Publishing Tool Feature which allowed the working team to manage and view the daily Facebook posting status.

The post-production for this project was narrative which includes the Brand Book Development Stage (Developmental Documentation) and Church Guided Usage Stage (Guided Usage Documentation). Conversations and interactions occurred both in the Facebook Chat and Facebook group in the Pre-production were journaled by the researcher under Developmental Documentation. In the same light, both the responses from Facebook Audiences during the production stage, i.e. clicks, likes, engagements,

reactions, messages, and additional instruction discussions with Team Creatives were also documented as the Guided Usage. Evaluator's Responses and Focus Group Discussion were procedures that the researcher used to understand the impact of the Brand Book on RIL branding and adjust it accordingly.

Analysis of Prospective Audience

Reign in Life Church is a community church located in the city center of Pasig. It is composed of an average of 150 multi-generational members attending the three weekly worship celebrations. The scope of membership is equally portioned as Young People and Adults. Headed by Pastor Carmelo Pituc, the church is led by twelve Pastoral staff who are assigned for handling a specific ministry. In particular, the thesis will be assisting one of the Seven Main Ministries of RIL named Indwell which is committed to worshipping God through communication and Arts and is a ministry dedicated to Pulpit Sharers and Church Creatives, including the musicians, dancers, and visual artists.

Schedule

The Project proceeded with the assistance of the Team Creatives as the Core team in the Project. In the Pre-production stage, the team has committed for a couple of meetings and training. While designing and publishing of graphics were the main tasks assigned to team and the researcher under Production stage. For the full implementation timeline, see Appendix F.

Location

The production thesis field is a local church located in Pasig City, Philippines. However, the Brand Book development and other processes were executed remotely in

Singapore as an inherent of the production nature of Hybrid Engagement. Meanwhile, its implementation is done in the social media platform-Facebook.

Personnel

To gatekeep and critique the developed Brand Book and other communication materials to be published, an approving committee composed of Senior Pastor and three church leaders credible for communication arts and church publicity were tasked to check and approve the materials. The Brand Book were critiqued based on its relevance to the RIL values and church brand positioning. While Biblical content and design relevance of communication materials produced will be checked based on how it conveys a well-perceived message by its target audience, it aligns with RIL branding and reflects a consistent brand image.

For the Brand Book development and Church Guided Usage, the media team composed of volunteers from Reign in Life Christian Ministries Manila were appointed to assist in the production process.

Strategy

All digital files used and produced in alignment with the implementation of Brand Book development and usage were saved in Google drive with open access to all the project's involved people.

CHAPTER IV

CONCEPT

Idea

This project's product is the Brand Book of Reign in Life Christian Ministries Manila, an infographic manual and guideline for its visual identity and brand expressions. It was developed from the church leadership's provided brand brief, based on the current context, positioning, and structure. This compilation of document consists of seven main subjects: (1) Our Brand (2) Logo, (3) Typography, (4) Color Palette, (5) Graphic Elements, (6) Messaging and Voice, and (7) Applying the Brand.

Style and Treatment

The Brand Book was designed in the simplest possible compilation of guidelines to highlight further the output graphics produced using the manual. It is documented in English language for the general convenience of using the design terms. It is a combination of graphic design trends such as patterns and textures, simplified illustrations, collages of photos, image and text masking, typography, and monochrome. They were the researcher's art inspiration for its usage and implementation.

It is available as a digital file and in printed media. A digital file exported in PDF format and saved in an online drive enables the team to access the manual remotely for their perusal. Likewise, the printed A4 size book-type print will be a document readily available in the church office for archival references.

Visual Walkthrough

RIL Brand Book is a 55-Page A4 landscape format digital file and printed format. The cover was designed according to church-developed visual identity. The front cover includes the church name, logo, tagline, and date of its publication. (Cover Page) First page is an outline of the content and pagination. (Page 1)

Figure 4.1: Page 1 of RIL Brand Book

History, Mission, Vision, Tagline, Foundational Verse, Core Values, Statement of Faith, Church Structure, and Church Position are covered in the first subject of the Brand Book which is found in the *Who We Are* section where the church brief is discussed. (Pages 2-11)

Figure 4.2: Page 2-11 of RIL Brand Book

The logo section highlights the rationale on its development and significance to the church visual identity. Also included are the elements that symbolize values and beliefs integrated in the logo. Logo variants such as the horizontal, vertical, full colored, black and white appearance of the logo is discussed in this section together with the proper usage and its restriction, and the Ministry and Network Approach of RIL logo. (Pages 12-18)

Figure 4.3: Page 12-18 of RIL Brand Book

The third and fourth section contain the Typography and Color palettes which are the two most important things to consider in the development of visual graphics. It consists of a detailed guideline on the use of its primary and secondary set of typefaces and colors being particular with the tracking, leading, kerning, size, and style of the typefaces. This also includes hexadecimal values and gradient level of colors. (Pages 19-26)

Figure 4.4: Page 19-26 of RIL Brand Book

Under the fifth section, the collection of graphic elements such as icons, imagery, patterns and textures - considered as miscellaneous for designing visuals - are compiled in this section. (Pages 28-30)

Figure 4.5: Page 28-30 of RIL Brand Book

The sixth section consists of RIL messaging and voice, the way word and tone relates to the church audience. (Pages 32-33) The seventh sections contain the Brand Applications on Digital and other church materials and the 31-day Brand Implementation in Facebook. (Page 37-52)

Figure 4.5: Page 32-52 of RIL Brand Book

Digital Print Layout

The full version of RIL Brand Book 2021 Version is attached as part of the appendix.

Figure 4.6: Front and Back Cover of RIL Brand Book

CHAPTER V

CONCEPT

PRESENTATION OF DATA AND RESEARCHER'S EVALUATION

This chapter discusses the Brand Book Development and Usage assessment in Reign in Life Christian Ministries Manila.

Brand Book Development

This portion of the study discusses the evaluation of the Developed Brand Book from four Field Practitioners (abbreviated as FP from hereon) and two select Church leads. The researcher framed three key questions based on the Three-Dimensional Value Proposition of Breakthrough Nonprofit Branding (Figure 1.4), corresponding to the seven RIL Brand Book segments. MAXQDA was utilized to analyze the data gathered. The Evaluation form, Answers to Evaluation, and MAXQDA results are attached as Appendix L, Appendix M, and Appendix N.

Our Brand

This Brand Book's section consists of the *Who We Are* details of RIL, including the History, Mission, Vision, Tagline, Foundational Verse, Core Values, Statement of Faith, Church Structure, and Church Position. Evaluated from the first value of *Inform*, it was affirmed by the FP that this section is informative and well-presented, providing a

clear picture of the church while maintaining its visual appeal. It is also mentioned that the section presents the bird's eye view of Reign in Life Church.

However, it was noted that that two FPs commented that the RIL Brand Book cover should indicate the title "Brand Book," "Brand Guideline," or "Brand Style Guide" to convey that it is a brand book at first glance. They also mentioned that the History part could be better illustrated through a condensed representation using histograph or bullet format.

Under the *Inspire* aspect, the evaluators validated that the "Our Brand" portion of the Brand Book depicts the RIL's soul and story, which is apparent on its every page using images of real people who are part of the church. It gives a clear picture of the organization's key message, giving further visualization of how it looks like to become a part of RIL. Similar to Holland's definition of Brand Book as a manual created from the depth and breadth of the organization's vision, mission, core values, and long-term goals (Holland 2006, 49-51).

This portion of the Brand Book's *Engage* level is seen by the evaluators as a good introduction of the church and can help explain what the church stands for and its reader's call to action, which is to become RIL's partner in its mission and vision. However, according to one evaluator, this portion of the brand book does not explicitly state the brand's restrictions or limits but rather what they envision to do and their plan to achieve it.

Logo

Rationale, Elements, Variants, Usage, and Ministry and Network Approach are components of this portion. As recognized by the evaluators, the RIL logo in its layout, color, elements, variants, and usages is presented consistently and explained well. The symbolism in colors and the representation of the ministry components incorporated in the logo also give depth to its meaning, making it a good logo. An evaluator also affirms that the crown as RIL's logo icon best illustrates the brand name of the church, "Reign in Life" and its mission to expand God's Kingdom on earth. Although, quick questions from an FP arose as to why grace, trinity, stability are the values represented in the logo, which was addressed on the resulting RIL Brand Book re-evaluation. Conveying the do's and don'ts of the Logo portion, the section was able to detail the required specifications and proper usage of the RIL logo.

Typography

The evaluators compliment the typography used for RIL's branding as appropriate, attractive, modern, and unintimidating. The typography implies serious and playful tone. They also noticed that the Brand Book had conveyed a persistent type of fonts that should be used as a header, subheader, and content, making a way for creativity yet remain within the bounds of its identity. Whereas improvement on its labeling in the Brand Book is also recommended by the FP in order for it not to be confusing.

Color Palette

Appropriate, tailor-made, attractive, conventional, tranquil, and peaceful are characteristics found by the evaluators to select colors of RIL in the Brand Book. As one of the Church leads assessed, the colors of RIL is identifiable to the Church. Its *Inspire* aspect evokes emotions and transcends the right feelings as it creates a psychological connection with the audience through the variety of secondary colors to portray rich visual experience while showcasing the church's personality. As an enforce portion, the section introduced the primary, secondary and neutral colors, providing artists a more flexible options when designing. Although, it is also mentioned by an evaluator to better incorporate on each color when to use and how to use the different set of colors.

Graphic Elements

This portion of the Brand Book contains the icons, imagery, and patterns, and textures. As verified from the Evaluator's *inform* aspect, this section has shown the careful selection of appropriate icons, symbols, and patterns, and textures that represent RIL's identity. The impression is casual and approachable, bringing the audience to the heart of the church-people and God's message and not as an intimidating religious organization.

As can be seen, the section was affirmed on providing a helpful guide to the user to which style and design extent. However, the limitation of usage of graphic elements are not defined according to the Field practitioner. Moreover, from an evaluator's response, RIL is customizing its promotional materials to appeal to a broad scope of the audience through the presented graphic elements in the Brand Book; thereby validating

Moote's description of Brand Book's purpose of keeping a coherent identity of the

organization with assembled set of graphic guidelines (Moote 2013, 16).

Messaging and Voice

The messaging and mood of RIL are indicated in this section. The evaluators

confirmed that RIL's messaging and mood portrays the church values and what it

believes in. It articulates a message that its audience of its target demographics can get

excited about. It is straightforward in form yet remains warm and casual. It also triggers

engagement through simple, consistent, compelling, and persuasive words and tone,

encouraging people to pass it on.

A field practitioner also recognizes the willingness of RIL to have the universal

tone for a different set of people as part of its branding as manifested in the brand book.

However, there's also a need to elaborate on the limits and grounds of RIL's messaging

to avoid the selection of such words and phrases.

Applying the Brand

This Brand Book's section in particular on the presentation of graphic output

aligned with the Branding Implementation. From the evaluation, consistency and

coherency are evident. It is also recognized as a detailed guide for the proper execution of

the RIL brand by presenting varying designs while maintaining its image's quality and

integrity.

Further, this portion from RIL Brand Book's characteristic allows the brand as a

whole to be recognizable (Moote 2013, 160) while ensuring technical and creative

consistency on all brand expressions (Miltenburg 2017, 41). The evaluator also sees its significance as a training ground for the Team Creatives regarding various RIL branding approaches and execution.

The Developed Brand Book

The developed RIL Brand Book can enforce action to its user as it is easy to understand, highly engaging, and prospective in its planning and execution. In summary, a conglomerate of the evaluation responses indicates that the Brand Book has achieved its value proposition of informing, inspiring, and enforce. The inform aspect explained the brand, how it relates to individuals and appropriate symbolism on each brand element. However, there remain opportunities for development, such as further elaboration with some of the labels and subheadings. Not all of its users and readers are assumed to comprehend its minimalist approach. Also, RIL brand can be seen as creative and consistent due to the Brand Book's ability to present the brand as identifiable, attractive, and well-documented. Likewise, being a guideline, the resulting brand book ensures technical and creative consistency through its usage, limitations, and restrictions content which enforce direction.

<div align="center">

Brand Book Usage

</div>

Graphic Outputs

The Graphic Outputs as seen in the branding implementation are conceptualized by the researcher with the general audience. This simplicity combines graphic design trends where cross-processed church internal image of most people or a subject from

stock photos that best describes the topic overlays with pattern or textures. A hierarchy of typography emphasizes message content. The use of the best RIL logo variant is also part of the design structure. This style is taught during intensive learning with multiple executions to explore. Besides, guideline on other possible executions of the imagery is in the RIL Brand Book.

Hence, to understand if the RIL Brand Book is appropriate for designing Graphic Outputs, the researcher conducted an FGD composed of eight individuals from Reign in Life Church. The FGD questions focus on their knowledge of branding and how they see this effect on the RIL church branding by seeing the graphic outputs during the implementation period. They were also asked on how the brand elements helped them identify and understand the brand core of RIL.

The majority of the group was able to identify the consistent usage of fonts, blue shade, and logo of the church. They have also noticed the harmony on the graphics, the humanized feels, minimalist and simple approach. There is also a mention of a sense of recall from the graphics posted for a month, allowing them to recognize RIL's visual identity, which they described as simple graphics, overlayed with paper texture and typography in different dynamics of emphasis. Another highlight from the FGD's answers is the symbolism and brand identifiers related to the brand core. They have affirmed that the Brand core is expressed well with the use of the brand identifiers.

According to the Focus Group, the visibility of three fonts from Sans Serif typefaces, Bebas Nue and Avenir, and Calligraphy typeface Sensations and Qualities are prominent and consistent. The font selection, according to one of the respondents, powerfully embody the personalities of RIL, which is vibrant (Bebas Nue), corporate

(Avenir), and fun (Sensations and Qualities). In most of the Graphic Outputs from the implementation, the texturized paper is widely used next to the triangle patterns, as observed.

Illustrative and clear, the graphics illustrate the message through human touch to relate to general audiences. Surprisingly, one respondent from the Focus Group conveyed that even without a caption, the graphics itself can stand as a post to encourage people with its comprehensible messaging. In the light of creating Graphic Output elements. The visibility and recall of logo, fonts, and colors concerning the church personality are seen and observed by the individuals during the implementation period. It was noted that the main characteristics of the Brand Book were its simplicity, minimalism, and humanized approach to its design.

Usability of the Brand Book

The Brand Book of RIL is developed from the depth and breadth of the church's vision, mission, core values, and long-term goals that created its visual identity. Its primary purpose is to document the brand core, present the brand identifiers, and highlight the brand implementation guidelines. This purpose ensures that the brand is recognizable not just by its name but by its collective expression. As important as presenting the brand, driving consistency, clarity, coherency, and harmony in its implementation are the other goals of the Brand Book. As administering on how the brand identity is applied and used throughout mediums (Moote 2013, 161).

When the Focus Group was asked regarding the usability of the Brand Book, they recognized it as a great help to lessen the effort of designing because of presets and

standards recorded in it. It also helps in communicating a message in the absence of words to illustrate through colors and imagery. Drawing harmony and decluttering ideas are deemed as one of the benefits of being guided by a brand manual, as affirmed through the discussion.

The researcher considered these elements in the brand kit be made available in the designing software utilized by Team Creatives of RIL during the implementation period. For this reason, the Focus Group confirmed that the usage of Brand Book has helped RIL presents its brand identity through its brand expressions with ease of use as a reference for consistency, coherency, aligning, and structuring order and harmony to collaterals. The repetitive use of the same shapes, textures, patterns, colors, typography and the consistent use of logo across graphics are mentioned as apparent in expressing the brand in its whole meaning and simplicity. A brand book's primary purpose of keeping a coherent identity of the organization as an assembled set of graphic guidelines (Moote 2013, 160)

Furthermore, the Brand Book being a documentation of design trends, is subject to re-evaluation for continuous enhancement and as a mark of being an innovative organization. As communication trends evolve and change over time, adjustments are to be expected to blend the aesthetic and messaging to the receptiveness of new media audiences.

Church Guided Usage

As an essential part of the study process, the researcher journaled the series of highlighted events that occured during the Church Guided Usage from the online ethnographic phase. The Guided Usage jumpstarted as early as in the Brand Book

Development Phase, where the researcher assisted the Team Creatives with the proprietary skills needed for the implementation. The learning map includes Project Scope, Brief branding details, Hands-on canva experience, and RIL Branding Drafts and executions. The researcher used the methodology of hybrid learning due to the distance constraint. As noted in the training experience, with half of the team creatives participating in two intensive learning sessions, the volunteers actively participate by raising their questions, responding from the researcher's thoughts to ponder, and doing the graphic design exercises.

The researcher acknowledges the availability and readiness of the participants when the 30-day Facebook Posting Schedule was posted in the group. However, there were no responses on the comment section aside from Team Creatives Lead, responsible for providing the captions and the Senior Pastor who is supportive and committed to achieving the project's success. The team is reaching out to the researcher through a personal chat and initiated a conversation and consultation on adequately executing the branding in application to their assigned graphics. The guided usage has a flexible approach, allowing Team Creatives to work at their own pace and time as a hybrid learning in technique that relies heavily on the use of web technology to support communication and interaction among people from distant places (Bonk and Graham 2006, 105). Consequently, though flexibility made it accessible for the Team Creatives to work asynchronously, the researcher sometimes missed the messages for some reasons, causing a slight delay in exporting and posting graphics. It also a challenge to come up with a bulk of graphics given to the pacing of the team. Flexibility became a hindrance and required reminders to have a sense of urgency among participants.

During the graphic design processes with the Team Creatives, choosing a photo background and putting the appropriate typography were challenging. Although there was a preset of fonts, the difficulty in proportioning the text content and putting emphasis became a major consideration. The researcher needed to re-assess the assigned Team Creatives member and ask few questions on their understanding of the graphics' content. They were asked to rationalize the meaning and put the message into a design concept. The outputs were pre-approved by the researcher and checked by the senior pastor before posting. In the approving and checking process, a few revisions and changes were required occassionally but majority of the graphic outputs were post-ready.

In a short period of brand implementation, the researcher assessed that the team's readiness and availability were one of the strengths of the project procedure. The team has great potential, and skills are in progress development. The utilization of Canva is also a great advantage for the team, assisting in the cloud saving of working files and brand kit. Its ease of access and web-based platform enabled the team to design and create graphics with RIL brand presets of typography and textures and file format. Overall, the church-guided usage is a great learning experience and opportunity for the researcher's ability to train creative communicators and the team in their creative process. Consultation becomes a learning curve for the team to familiarise themselves with the RIL branding guidelines. At the same time, it also helps in the development of their creative conceptualization and design practice.

Facebook Audience Impression

      The Facebook Audience Impression in the study presents a topical understanding

of the acceptability of the graphics to the church audience. Despite the project not being

an Audience-Reception Study, the month of its implementation shows a number of

impressions received by the Graphic Outputs from the branding implementation.

Facebook Publishing Tool Report is attached in this thesis as Appendix I.

      Notably, the data indicates that all the Brand Book's Graphic Outputs ad high

audience impressions than those not part of the branding implementation. Though

categorized as Boosted and Not boosted, these graphics aligned to the Brand Book

guidelines receive more impressions than other postings that are not.

      From the organic postings or posts that are not sponsored, the highest impression

count is 3,226. This graphics is the preaching excerpt designed with Pastor's Mel cross-

processed image and a portion of his sermon presented in a font hierarchy. As for the

sponsored post, the themed graphics 12 Days of Christmas is well-received at 12,517

impressions. It is intended as Daily Devotional with a Christmas-themed graphic crafted

with seasonal images from stock photos and contains heavy textual content because it is

an informative message.

      The presented data on the Facebook Publishing Tools is an interesting

comparison. With the Brand Book usage, it can be understood that the brand manual has

guided Team Creatives in designing graphics that are easily understood by the Facebook

audience for these to exhibit adequate reactions and impressions. Significantly its usage is

not merely to direct the designers on the uses, variants, and restrictions of brand

implementation but also to help align ideas and concepts that best illustrates Reign in Life

Church's visual identity. This aspect can be collectively seen with all the postings dated

December 1, 2020, to January 1, 2021, on RIL Church Page.

CHAPTER VI

SUMMARY OF THE PRODUCTION, CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the summary of the production, conclusion and recommendations based on the data and evaluations collected.

Summary of the Production

This production thesis was intended to revisit the existing Brand documentation of Reign in Life Church, develop the RIL Brand Book, implement the brand through a Church Guided Usage, and document the evaluations and assessments needed for revisions.

The production sequence contained three processes: Brand Book Development, Church Guided Usage, and Evaluation. Within the Brand Book Development phase, a brand brief was handed to the researcher. This document contains all the information about RIL that the researcher needs to know to create a brand style. This phase then led to a brand audit where existing brand expressions or collaterals are listed down to assess the brand usage. A learning map was simultaneously crafted, and training was provided. Upon approval of the Senior Pastor, the RIL branding was softly launched during its period of Church Guided Usage.

Following, the Second Sequence comes with implementing the adjusted Brand Book through a 31-day Facebook Posting. During design execution the researcher guided the Team Creatives of RIL. Lastly, the developed Brand Book and its Usage were

evaluated, and FGD was conducted to assess the production process and resulting Brand Book.

Conclusions

Assessed from the evaluations and responses during the FGD, the Developed Brand Book and the Church Guided Usage assisted RIL on brand-building and creative communication as evidenced on the church's Facebook page last December of 2020.

The Developed Brand Book of RIL was deemed efficient based on informing, inspiring, and enforcing the value proposition. The Brand Book's *inform* aspect was described as a brief and clear definition of RIL. Besides, it gave the users and the people who want to connect with the brand an understanding of the brand's look, feel, and sound. However, some labeling and subheading may be done further to clarify elements better.

Similarly, its value to inspire was also achieved. The Brand Book is attractive, identifiable, relatable, unintimidating, and though presented as a church document, it maintained its casual look and flexibility. In the same light, enforcement is significantly observed in the Brand Book being a visual guide on the usage of brand elements, it has conveyed well its allowance and limitations. Exploring design trends can also be considered as it strives to become contemporary to its audience in the future.

The researcher also envisions the significance of the Brand Book's seven segments as a helpful guide for the Creative Team of Reign in Life Church in implementing the brand. With this, the brand kit can also be utilized, lessening the effort and time of designing graphics because it has filled the gap on figuring out which art

style looks good and creates harmony. Following the guideline, consistency and coherency across graphics can be assured because it aligns the graphics into one art execution. It also helps align all the Graphic Outputs to be presented so the brand identity is always visible though handled and created by different artists.

During the Church Guided Usage, though the Brand Book is available, working closely with the Team Creatives to ensure that they have followed the guides in presenting the visual identity is still recommended. This experience frames the understanding that the Brand Book is still a guide requiring human assistance to ensure that the treatment and execution are done properly. This entire process requires a review and approval body to validate Graphic Outputs. In the case of this study during the 31-day implementation, the researcher and the Senior Pastor served the former role to ensure that Brand Book is followed accordingly.

In addition, the resulting Brand Book can be an academic reference for criticism and not just a technical guide as it was structured in such a way corporate Brand Books are laid out in secular marketing.

Further, though not mentioned repeatedly in the study, the post or concept scheduling during the implementation plays a vital part for the Church Guided Usage of the Brand Book. It was noted that this process is one factor that helped increase the impressions because Graphic Outputs created during the period of December are designed to be visually appealing and had very timely and relatable messaging. The researcher carefully plotted the scheduled with topics and content that reflects RIL's brand personality while showcasing its messaging's mood and tone. The 31-day Brand

Book implementation was done during the Christmas Season leaving most of the artworks having a Christmas vibe both on content and design.

Surprisingly, graphics designed and posted in alignment with the Brand Book implementation have gained more audience impression than those which were not. A number of reasons cite as factors. The most evident one could be the intensive brand implementation of RIL excites its Facebook audience with a refreshed look. Such as a new execution of Graphic Outputs that expressed more what RIL is about. Another factor could be the relatable content and messaging aesthetically and properly crafted to represent the brand identity. Likewise, the consistent and daily updates may have collectively contributed to this where coherent Graphic Outputs were posted.

In the field of Christian Communication, the project contributes to the increased awareness of the importance of church communicative materials. The researcher concludes that the Brand Book's primary purpose is to present the brand elements and guide its users in doing the brand expressions. However, this Brand Book development and usage is another opportunity to understand how church visuals and representations greatly contribute to the modernized method of church communication. This supports the argument for the church to go further with its visual identity in order to be understood by its highly digitalized visual audiences.

Overall, the project adds up to the corporate branding experience of the researcher. RIL Branding was her first brand documentation during her Bachelor's study. At the time of this production, this was the fourth manual developed by the researcher. Although the coursework and underlying processes of the production remained challenging, this led to greater inspiration when the RIL Brand Book was softly launched

and when the output positively impacted Facebook Audiences. Another motivation for the researcher is its usage that currently now helps the Team Creatives maintain the brand identity of RIL.

Furthermore, it is a fulfilling achievement for this production study with its processes documented alongside assist other community churches. This will in addressing the lack of resources, knowledge, skills, and guidance in branding and may help create visually-appealing graphics and outputs that collectively represent their brand identity.

Recommendations

Here, the researcher prescribes a list of recommendations that can help with the future studies and similar. These recommendations are listed and marked important from the researcher's experience during the production, possible approaches if not bound with limitations and time constraints of the studies, and the suggestions from the evaluators.

1. It is best to have an initial meeting with the church as early as during the brand styling in the Brand Book Development to phase further define the church visual identity from different perspectives. This also helps in better assessment of the team's capability in terms of designing and executing the brand implementations.

2. A soft launch for church brand visibility can be considered for Brand Book Guided Usage. Multiple media forms such as infographic, interview videos, or interactive presentations can be explored for the branding presentation.

3. Aside from RIL ministries logo variants, additional Graphic Output executions for specific general audience can be included in the Brand Book guideline. For example,

an art approach for Young People can be more experimental and fun with the use of allowed vibrant colors.

4. The production thesis, with its detailed description of processes, can be replicated with a wider emphasis on empirical data gathering allowing comparative approaches.

5. Adjust the periods of implementation in other months of the year or in extending the months covering its actual usage.

6. In the field of Audience Reception Studies, explore the varied responses of the target audiences as intended by a designed Brand Book. Such a study can provide further discussion on the impressions of audiences of such branding.

7. A detailed undertaking as to the process of selecting material for brand-related endeavors in the field of Christian media.

8. Further studies can consider the making of modules for the Brand Book Development and Usage, which may include the actual procedures from the three sequential processes indicated in the Conceptual Framework and the proprietary skills needed for its usage such as basic graphic design for the church.

9. It is recommended to connect the project with discipleship to minister and inspire the team with a passion for serving and understanding Jesus' model of communication.

10. As for the incorporation of purposeful discipleship, a similar endeavor can adapt the procedural elements of the study with a more conscious inclusion of mentoring and teaching activities.

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APPENDIX

Appendix A: Reign in Life Church Brand Brief

This part of the appendix contains the submitted brand brief of Reign in Life Christian Ministries Manila which contains Mission, Vision, Tagline, Foundational Verse, Core Values, Statement of Faith, and Church Structure.

Mission:

To inspire people entrust their lives to Jesus Christ and become His active partners in expanding God's kingdom of grace on earth. (Encapsulated in the slogan: Reigner A.K.O. (Active, Kingdom-Oriented); Kabahagi T.A.Y.O. (Talento, Adhikain, Yaman, Oras)

Vision:

At Reign in Life Christian Ministries Manila, we envision being a vibrant church for the Lord Jesus Christ. We "see" clearly by faith:

Our sharing of the good news of God continuously inspires thousands of people in Metro Manila and beyond to entrust their lives to Jesus Christ.

Our people are developed as God's active partners for the expansion of His kingdom on earth. They know their divine design and use their time, talents and treasures in ministry within and outside our church.

Our people, engaged in the business sector, are nurtured and together they foster dynamic ministry involvement and support.

Our network of small groups is a venue where our people enjoy biblical community: a place where we accept one another and are accepted, love and are loved, encourage and are encouraged, and serve and are served.

All our people-friendly worship services, partnership and leadership development efforts and special events are welcoming into God's family numerous members who experience the full benefits of the finished work of Jesus Christ.

A headquarters, a quality church facility we can call home, which can accommodate our continuous growth and expansion. It is accessible to many and provides a conducive environment for worship services, bible classes, children's Sunday school, small groups and other meetings.

This is God's vision for us. By His grace, this will unfold before our eyes for with Him all things are possible.

Tagline:
Inspire people, raise God's partners

Foundational Verse:
For if, by the trespass of the one man, death reigned through that one man, how much more will those who receive God's abundant provision of grace and of the gift of righteousness reign in life through the one man, Jesus Christ! (Romans 5:17, NIV)

Core Values:
1. **Grace** – We entirely rely on God's unearned, undeserved and unworked favor in all our pursuits, being fully aware that Jesus' finished work is its sole basis.
2. **Biblical Preaching and Teaching** – We are committed to share God's Word with integrity and authority.
3. **Authentic Worship** – We offer to God our sincere and heartfelt adoration and spiritual worship both at a personal and corporate level.
4. **Prayer** – We understand that without prayer, especially in tongues, no personal or corporate endeavor will produce lasting fruits for the kingdom of God.
5. **Partnership (Discipleship) and Leadership Development** – We seek to mature, equip and mobilize all our uniquely designed and gifted people to partner for the expansion of God's work on earth.
6. **Family** – We pursue to strengthen families while we support and encourage one another as a means to spread our faith in God.
7. **Fellowship** – We value gathering together as a congregation and in small groups to express our devotion to God.
8. **Cooperation** – We understand the importance of synergy. One can put a thousand to flight but two can put ten thousand to flight.
9. **Evangelism** - We value the unchurched, lost people for they value to God. We will use various means to pursue, win and mature them in Christ.
10. **Ministry Excellence** – Since God gave His best, our Saviour, the Lord Jesus Christ, we seek to honor Him by maintaining a high standard of excellence in all our ministries and pursuing creativity and innovation at all times to ensure we remain relevant.

Statement of Faith:
The following statements cover our core beliefs as a local church.
1. We believe in one God, who exists in three Persons — the Father, Son and Holy Spirit. He is loving, holy and just.
2. We believe that the Bible is God's Word. It is inspired and accurate. It is our perfect guide in all matters of life.
3. We believe that sin has separated us all from God, and that only through Jesus Christ can we be reconciled to God.
4. We believe that Jesus Christ is both God and Man. He was conceived by the Holy Spirit and born of the virgin Mary. He led a sinless life, took all our sins upon Himself, died and rose again. Today, He is seated at the right hand of the Father as our High Priest and Mediator.
5. We believe that salvation is the gift of God to man. This gift is effected by grace through faith in Jesus Christ and it produces works pleasing to God.
6. We believe that water baptism is a symbol of the cleansing power of God and a testimony of our faith in the Lord Jesus Christ.

7. We believe that the Holy Spirit is our Comforter. He guides us in all areas of our lives. He also blesses us with spiritual gifts and empowers us to yield the fruit of the Spirit.
8. We believe that the Holy Communion is a celebration of Jesus' death and our remembrance of Him.
9. We believe that God wants to transform, heal and prosper us, so that we can live blessed and victorious lives that will impact and help others.
10. We believe that we are called to preach the gospel to all nations.
11. We believe that our Lord Jesus Christ is coming back again just as He promised.

Church Structure:

I-ndwell Ministries
The heart of these ministries is directed toward God by engaging the church in the Word, worship, song, the arts, etc.
Compositions: One Accord, AbunDance, Creatives, Lights and Sounds Systems Systems

N-ourish Ministries
The heart of these ministries is assisting people in the church and community with their physical, emotional, relational, and spiritual health through the grace, love, and resources of the kingdom.
Compositions: Benevelonce, scholarship, Visitation and Follow up, Sick, Bereavement, Calamities, Prison

S-upport Ministries
The heart of these ministries is freeing other people, leaders, and ministries from practical concerns to keep focused on their ministry goals. They involve structuring the systems and procedures to serve and support people and ministries.
Compositions: Smile Ministry (including Attendance Monitoring), Guests and Visitors, Reign in Life Resources

P-reparation Ministries
The heart of these ministries is providing administrative and office support as well as sound financial practices for the smooth operation of the church.
Compositions: Finance including Stewardship, Office Admin including Human Resources, Food, House Keeping, Logistics including Transportation; Peace and order

I-nteract Ministries
The heart of these ministries is assimilating visitors, attenders, and members into a relationship with Christ and the church through hospitality, fellowship, belonging, and encouragement.
Compositions: Networks (Seasoned - 50 and above, Exceed - 21 - 49, Ignited - 13 - 20, Excite Kidz - 12 and below)

R-eachout Ministries

The heart of these ministries is focused on relating, reaching, and connecting unbelievers and the unchurched to a relationship with Christ and his church.
Compositions: Evangelism, Outreach, Missions, Intercession

E-quip Ministries
The heart of these ministries is maturing believers in the area of their gifts, ministry, training, and leadership. It serves a variety of life-stage and affinity-based groups for growth, accountability, and service.
Compositions: Ministry Volunteers Program, Preaching and Teaching; 2Gs - EDGE, Communication

Appendix B: Brand Strategy and Audit

This portion shows the existing brand strategy and audit of what RIL have done so far in their branding. Ticked with yes or no, the table indicates specific materials developed and designed by the Team.

BRAND AUDIT	YES	NO
BRAND IDENTITY	✓	
LOGO		✓
CHURCH PITCH DECK		
PRINTED MATERIALS		
FLYERS		✓
BANNERS	✓	
POSTERS	✓	
SIGNAGES	✓	
BROCHURES		✓
LETTERHEAD	✓	
CERTIFICATE TEMPLATE	✓	
OTHERS		
STARTER KIT	✓	
BOOKMARKS	✓	
ENVELOPE	✓	
DIGITAL		
DESKTOP WALLPAPER	✓	
PREACHING TEMPLATE	✓	
WORSHIP SONG TEMPLATE	✓	
OTHERS		
MOBILE WALLPAPER	✓	
SOCIAL MEDIA		
FACEBOOK ESSENTIAL GRAPHICS	✓	
FACEBOOK-INSPIRATIONAL POSTS	✓	
FACEBOOK-REMINDERS AND ANNOUNCEMENTS	✓	
INSTAGRAM-POSTINGS	✓	
YOUTUBE ESSENTIAL GRAPHICS		✓
TWITTER -POSTINGS		✓
WEB-BASED MEDIA		
WEBSITE		✓
MOBILE APP		✓

Appendix C: Questions for Focus Group Discussion

Appendix C is a list of questions to be asked for the Focus Group Discussion.

Warm up Question:
1. Kindly state your name and your involvement in the ministry.
2. Do you have any previous experience with digital media or marketing?
3. Have you had previous training on digital media and branding?

Probe Questions:
4. What is your understanding of "Branding"? How about "Church Branding"?
5. What brand elements of RIL Church Branding can you see in the church, both print and digital?
6. Seeing the brand elements, do you understand its symbolism and significance to the church mission, vision, and values? (Showing infographic video of RIL Brand Book)
Follow up Questions:
7. Can you identify the brand identifiers from the RIL communication materials? What are those? (Show the graphics designed using the RIL Brand Book guidelines)
8. What are the messages can you derive from the graphics shown? (Show FB posts)
9. A. Leaders and Ministry Volunteers. How does the RIL Branding help your communication efforts through media?
B. Creative Team Members. How does the RIL Branding help to conceptualize and to design graphics for the church?
C. Congregation/Audience. With the new look of RIL Branding, how well does this help in understanding the message it conveys?

Exit Question:
10. If you were given the chance to add something to the RIL Branding, what would it be?

Appendix D: Some of the current artworks by RIL Team Creatives

This appendix is a compilation of some of the RIL current artworks visible on their Facebook Page. Screen captures are placed in this portion to show the existing branding identified on their designed materials.

Appendix E: Sample Brand Book

Appendix E presents the Sample Brand Book of RIL. From cover to some of its underlying pages. Portions are taken from the Sample brand book.

TABLE OF CONTENTS

REIGN IN LIFE
CHURCH

OUR BRAND
Who we are

01

HISTORY

REIGN IN LIFE
CHURCH

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MISSION

REIGN IN LIFE
CHURCH

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REIGN IN LIFE
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REIGN IN LIFE
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FOUNDATIONAL
VERSE

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REIGN IN LIFE
CHURCH

CORE VALUES
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REIGN IN LIFE
CHURCH

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REIGN IN LIFE
CHURCH

LOGO *Our Identifier*

02

REIGN IN LIFE
CHURCH

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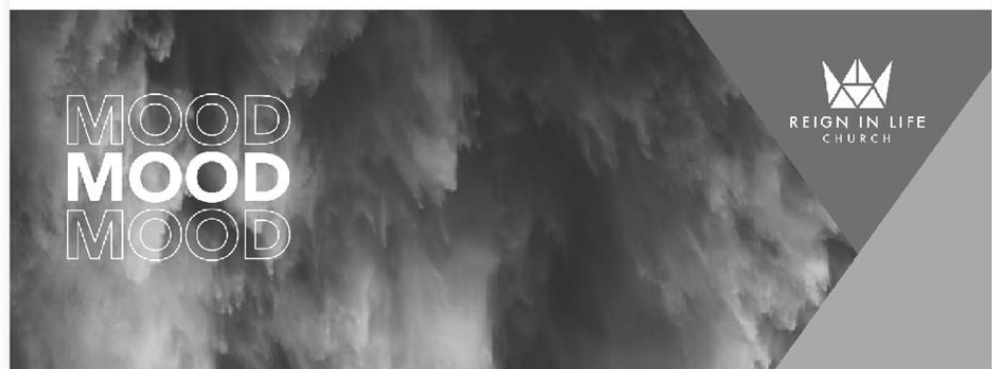
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MINISTRY AND NETWORK APPROACH

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REIGN IN LIFE
CHURCH

TYPOGRAPHY
Our Typeface

03

TYPOGRAPHY

FUTURA MEDIUM

BEBAS NUE REGULAR

Sensation and Qualities

TYPOGRAPHY

AVENIR MEDIUM

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AVENIR BOLD

AVENIR MEDIUM OBLIQUE

TYPOGRAPHY

LOGO

HEADER
subcheader

MAIN CONTENT

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REIGN IN LIFE
CHURCH

COLOR PALETTE
Hue and Vibrance

04

COLOR
COLOR
COLOR

PRIMARY

7 SHADES OF BLUE

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SECONDARY

#A058AE	#E7404A	#F5CB39	#FF824C	#29B773	#31B7D2	#E26491

7 VIBRANT COLORS

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COLOR
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#A058AE	#6D6E71	#D3D3D3	#E6E7E8	#A8988A	#937354	#54493A

7 NEUTRAL COLORS

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REIGN IN LIFE
CHURCH

GRAPHIC ELEMENTS
Symbols

05

ICONS

IMAGERY

color overlay	cross process	black and white	vibrant
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REIGN IN LIFE
CHURCH

MESSAGING AND VOICE
Words and Tone

06

MESSAGING
MESSAGING
MESSAGING

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MOOD
MOOD
MOOD

APPLYING THE BRAND
Church Visuals

07

APPLYING THE BRAND

COMMUNION CELEBRATION
join us!

TRAIN UP A CHILD
in the way he should go

PROVERBS 22:6
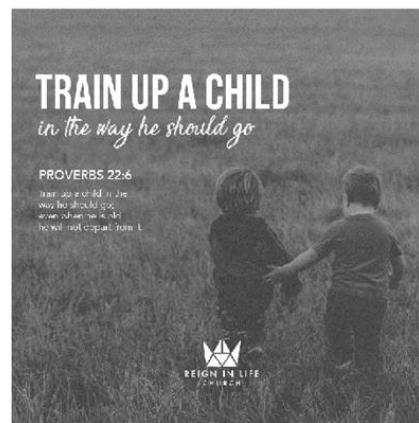
Facebook Materials

APPLYING THE BRAND

Other Digital Platforms

APPLYING THE BRAND

Printed Collaterals

REIGN IN LIFE
CHURCH

BRAND PACKAGE
Church Materials

08

BRAND PACKAGE

PROMOTIONAL MATERIALS

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RIL BRAND
Partnership with other entities

09

CO-PARTNER WITH OTHER CHURCH

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REIGN IN LIFE
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SPONSORSHIP ON ORGANIZATIONS

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REIGN IN LIFE
CHURCH

DOCUMENTATION
References

10

DOCUMENTATION REFERENCES

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REIGN IN LIFE
CHURCH

Appendix F: Thesis Implementation Timeline

THESIS IMPLEMENTATION TIMELINE		
DATE	**TASKS**	**PERSONS INVOLVED**
Pre-Production		
Oct 12	Gathering of Brand Brief and existing Brand Assets	Bless, TC lead
Oct 14	Crafting of Learning Map based on the Developed brand book	Bless, TC lead
Oct 18	Initial Meeting with Team C members	Bless, TC members
Oct 12-23	Finalize the First Draft of Brand Book	Bless, TC lead
Oct 24	Brand book approval from Senior Pastor	Bless, TC lead, Senior Pastor
Oct 27	Conceptualization and scheduling of Facebook Postings	Bless, TC lead, Senior Pastor
Production		
Nov 8	Intensive hybrid learning with select Team C (3hrs)	Bless, TC lead, Senior Pastor, TC members
Nov 9	Revising of Chapters 1-4	
Nov 14	Intensive hybrid learning with select Team C (3hrs)	Bless, TC lead, Senior Pastor, TC members
Nov 16-30	Designing and publishing of graphics	Bless, TC members
Dec 1	Start of Facebook Posting	Bless, TC members
Post-Production		
Dec 1-31	Documentation of Facebook Engagement	Bless
Mar 19	Focus Group Discussion	Bless, Select RIL members, External personnel
April 4-6	Evaluation from Senior Pastor, Creatives Lead, Field Practitioner	
April 8	Adjusted Brand Book from FGD and Evaluations	Church Representatives, Three Field Practitioners

Appendix G: Learning Map

Nov 8 (7-10pm)		
HEAD		WHAT IS BRANDING?
		BRANDING IN CONSUMER CULTURE
	P1-30 MINUTES	WHAT IS BRAND BOOK?
		USAGE OF BRAND BOOK IN THE MODERN CHURCH (SAMPLES)
	P1-15 MINUTES	SHARING OF THOUGHTS
	P2-15 MINUTES	SAMPLES OF BRAND BOOK AND ITS USAGE
	P2-30 MINUTES	CANVA TOUR AROUND 1-GETTING TO KNOW THE APP
	P3-30 MINUTES	PRESENTATION OF POSSIBLE RENDITIONS AND ART STYLE
	P3-15 MINUTES	QUESTIONS, CONSULTATION
	P3-40 MINUTES	HANDS ON (EXERCISE 1)
	P3-10 MINUTES	PRESENTATION OF EXERCISES
	P3-10 MINUTES	END NOTE
Nov 22 (4-7pm)		
HEART	P4-15 MINUTES	PRESENTATION OF APPROVED BRAND BOOK
	P4-15 MINUTES	QUESTIONS/ CLARIFICATIONS
	P5-15 MINUTES	PRESENTATION OF BRANDING ELEMENTS
	P5-15 MINUTES	PRESENTATION OF BRANDING APPLICATION ON GRAPHICS
	P6-30 MINUTES	CANVA TOUR AROUND 2-IN LINE WITH RIL BRAND BOOK
HAND	P7-40 MINUTES	HANDS ON (EXERCISE 2)
	P8-10 MINUTES	PRESENTATION OF EXERCISES
	P9-15 MINUTES	PROPOSED FACEBOOK POSTING CONCEPT AND ASSIGNING
	P10-15 MINUTES	PROJECT TIMELINE UPDATES AND FLOW

Appendix H: Output Graphics produced for 31-day Implementation

DEC 3 | REIGNER AKO-LIFE APPLICATIONS: PRINCIPLES, GUIDES

HOW TO START YOUR DEVOTION DAILY LIFESTYLE?

PDF MOBILE FORMAT

PDF MOBILE FORMAT

DEC 6 | RIL RYTHM: WORSHIP SONGS LYRICS

GOD WILL MAKE A WAY BY DON MOEN

DEC 7 | FACEBOOK REMINDERS AND UPDATES

DECEMBER CHRISTMAS ACTIVITIES TO LOOK FORWARD TO

DEC 8 | REIGN IN LIFE INSPIRES-THE BULLETIN: UPDATES AND EVENTS

WE HAD A _____ WWW, _____ SUNDAY CELEBRATIONS,_____! GOD IS GREAT!

DEC 10 | RIL-EY: TRUTHS, INSPIRATIONS, MOTIVATIONS OUTSIDE RIL

DECEMBER CHRISTMAS ACTIVITIES TO LOOK FORWARD TO

DEC 9 | RIL RESOURCE: DOWNLOADABLE MATERIALS

TIS THE SEASON TO JOLLY WALLPAPERS AND SCREENSAVERS

DEC 11| WE ARE RIL: BRAND AWARENESS POSTS

RIL MISSION

DEC 12 | VERSES: SCRIPTURE

ISAIAH 9:6

DEC 13 | RIL RESOURCE: DOWNLOADABLE MATERIALS

12 DAYS OF CHRISTMAS DEVOTIONALS

DAY 8

THE GIFT OF FAVOR

DAY 9

THE GIFT OF MIRACLES

DAY 10

THE GIFT OF JOY

DAY 11

THE GIFT OF PEACE

DAY 12

THE GIFT OF THE SAVIOR KING

DEC 14 | VERSES: SCRIPTURE

JOHN 1:14

The Word became flesh and made His dwelling among us. We have seen his glory, the glory of the one and only Son, who came from the Father, full of grace and truth.

DEC 15 | RIL-EASE: ENGAGEMENT/ INTERACTION POSTS

WHAT'S ON YOUR CHRISTMAS GIFTS WISHLIST?

WHAT'S ON YOUR CHRISTMAS GIFTS WISHLIST?

DEC 16 | SERMON EXCERPTS

NOVEMBER 18 SERMON

DEC 18 | VERSES: SCRIPTURE

ECCLESIASTES 3:11

There is a time for everything and a season for every activity under the heavens.

DEC 19 | VERSES: SCRIPTURE

LUKE 2:10

And the angel said unto them, Fear not: for, behold, *I bring you good tidings of great joy,* which shall be to all people.

DEC 17 | REIGNER AKO-LIFE APPLICATIONS: PRINCIPLES, GUIDES

THE THRIFT CHRISMAS GIFT IDEAS YOU COULD GIVE YOUR LOVED ONES!
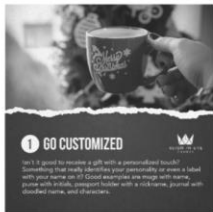
DEC 20 | RIL RYTHM: WORSHIP SONGS LYRICS

SEASONS BY HILLSONG

DEC 24 | VERSES: SCRIPTURE

2 CORINTHIANS 9:15

DEC 21 | RIL-EY: TRUTHS, INSPIRATIONS, MOTIVATIONS OUTSIDE RIL

HOW TO CELEBRATE A MERRY CHRISTMAS?

DEC 23 | SERMON EXCERPTS

NOVEMBER 22 SERMON

DEC 25 | CHRISTMAS GREETINGS

"MERRY CHRISTMAS" MATTHEW 2:10

DEC 26 | VERSES: SCRIPTURE

PHILIPPIANS 1:6

DEC 22 | WE ARE RIL: BRAND AWARENESS POSTS

RIL VISION

DEC 27 | RIL-EASE: ENGAGEMENT/ INTERACTION POSTS

POST YOUR 2020 LIFE VERSE

DEC 31 | NEW YEAR GREETINGS

"HAPPY NEW YEAR" PSALM 65:11

DEC 30 | SERMON EXCERPTS

NOVEMBER 29 SERMON

DEC 29 | REIGNER AKO-LIFE APPLICATIONS: PRINCIPLES, GUIDES

NOVEMBER 29 SERMON

5 INSPIRING TIPS to thrive this new year 2021!

By Pastor Mel Pituc

As we face the New Year, here are the 5 things, using the acronym **AHEAD**, which can help us welcome the new year with anticipation and hope.

A cknowledge God as Provider and Keeper

H umbly accept corrections and improve

E mbrace opportunities with enthusiasm

A pply principles from the Scriptures

D emonstrate grace and mercy in dealing with

Appendix I: Facebook Publishing Tool Report

Published | **Scheduled** | **Draft**

Search by post ID or caption | Shared to: All ▾ | Dec 1, 2020 – Jan 1, 2021 ▾ | ▐▐▐ Customize Columns

Posts		Date Published	Reach ⓘ	Engagement ⓘ	Reactions/Likes ⓘ	Comments ⓘ	Shares ⓘ	Impressions ⓘ
Releasing our final batch of phot...	Boost Unavailable	December 19, 2020 at 10:57 PM	40 People Reached	18 Post Engagements	8 Reactions	0 Comments	0 Shares	68 Impressions
Inviting all kids form 4 years old ...	Boost Unavailable	December 19, 2020 at 9:29 PM	456 People Reached	47 Post Engagements	12 Reactions	9 Comments	9 Shares	521 Impressions
DAY 6 OF 12 #12DaysofChristm...	Boost Unavailable	December 19, 2020 at 7:00 AM	864 People Reached	55 Post Engagements	34 Reactions	0 Comments	16 Shares	959 Impressions
Trust God for His timing. He is n...	Boost Unavailable	December 19, 2020 at 12:15 AM	1,095 People Reached	131 Post Engagements	72 Reactions	8 Comments	20 Shares	1,205 Impressions
Happy 15th Wedding Anniversar...	Boost Unavailable	December 18, 2020 at 3:59 PM	546 People Reached	149 Post Engagements	63 Reactions	19 Comments	4 Shares	653 Impressions
Reigner AKO tips: The thrift tips t...	Boost Unavailable	December 18, 2020 at 12:03 PM	849 People Reached	63 Post Engagements	29 Reactions	0 Comments	19 Shares	1,052 Impressions
DAY 5 OF 12 #12DaysofChristm...	Boost Unavailable	December 18, 2020 at 7:00 AM	1,078 People Reached	70 Post Engagements	40 Reactions	1 Comments	21 Shares	1,177 Impressions
DAY 4 OF 12 #12DaysofChristm...	Boost Unavailable	December 17, 2020 at 7:00 AM	1,016 People Reached	74 Post Engagements	34 Reactions	0 Comments	22 Shares	1,135 Impressions
YOUR GIFT MAYBE ON IT'S WAY!...	Boost Unavailable	December 16, 2020 at 1:53 PM	162 People Reached	31 Post Engagements	7 Reactions	2 Comments	1 Shares	204 Impressions
Christ's identity is manifested ea...	Boost Unavailable	December 16, 2020 at 12:57 PM	843 People Reached	82 Post Engagements	51 Reactions	0 Comments	12 Shares	984 Impressions

Published | **Scheduled** | **Draft**

Search by post ID or caption | Shared to: All ▾ | Dec 1, 2020 – Jan 1, 2021 ▾ | ▐▐▐ Customize Columns

Posts		Date Published	Reach ⓘ	Engagement ⓘ	Reactions/Likes ⓘ	Comments ⓘ	Shares ⓘ	Impressions ⓘ
DAY 3 OF 12 #12DaysofChristm...	Boost Unavailable	December 16, 2020 at 7:00 AM	1,006 People Reached	93 Post Engagements	54 Reactions	6 Comments	21 Shares	1,148 Impressions
Boost Completed Ten days to go!!! What's on your...	Boost Unavailable	December 15, 2020 at 12:32 PM	2,038 People Reached	347 Post Engagements	131 Reactions	64 Comments	20 Shares	2,699 Impressions
DAY 2 OF 12 #12DaysofChristm...	Boost Unavailable	December 15, 2020 at 8:00 AM	1,216 People Reached	75 Post Engagements	38 Reactions	1 Comments	21 Shares	1,376 Impressions
Our greatest gift-His grace and tr...	Boost Unavailable	December 15, 2020 at 7:11 AM	676 People Reached	55 Post Engagements	44 Reactions	1 Comments	13 Shares	733 Impressions
DAY 1 OF 12 #12DaysofChristm...	Boost Unavailable	December 14, 2020 at 9:53 AM	621 People Reached	64 Post Engagements	36 Reactions	2 Comments	17 Shares	739 Impressions
Boost Completed Who needs to read this Devotion...	Boost Unavailable	December 14, 2020 at 9:51 AM	8,809 People Reached	1,343 Post Engagements	831 Reactions	39 Comments	106 Shares	12,517 Impressions
JESUS, our Savior is born! 13 da...	Boost Unavailable	December 13, 2020 at 1:22 PM	1,001 People Reached	89 Post Engagements	53 Reactions	0 Comments	24 Shares	1,206 Impressions
No caption	Boost Unavailable	December 13, 2020 at 10:31 AM	1,108 People Reached	257 Post Engagements	62 Reactions	43 Comments	23 Shares	1,335 Impressions
Our Church Awareness Post: Rei...	Boost Unavailable	December 11, 2020 at 5:22 PM	775 People Reached	67 Post Engagements	35 Reactions	3 Comments	16 Shares	527 Impressions
Who am I that you are mindful of...	Boost Unavailable	December 10, 2020 at 5:58 PM	1,480 People Reached	126 Post Engagements	62 Reactions	7 Comments	27 Shares	1,732 Impressions

Published Scheduled Draft

Search by post ID or caption   Shared to: All ▾   Dec 1, 2020 – Jan 1, 2021 ▾   ▐▐▐ Customize Columns

	Posts		Date Published	Reach ●	Engagement ●	Reactions/Likes ●	Comments ●	Shares ●	Impressions ●
☐	No caption	Boost Unavailable	December 24, 2020 at 2:29 AM	163 People Reached	19 Post Engagements	13 Reactions	0 Comments	0 Shares	163 Impressions
☐	One's willingness before God is …	Boost Unavailable	December 24, 2020 at 1:52 AM	102 People Reached	6 Post Engagements	5 Reactions	0 Comments	0 Shares	104 Impressions
☐	Let us not allow ourselves to mi…	Boost Unavailable	December 24, 2020 at 1:44 AM	111 People Reached	10 Post Engagements	9 Reactions	0 Comments	0 Shares	117 Impressions
☐	Those who get to be invited in th…	Boost Unavailable	December 24, 2020 at 1:28 AM	207 People Reached	19 Post Engagements	12 Reactions	0 Comments	1 Shares	213 Impressions
☐	Everyone who is part of God's ce…	Boost Unavailable	December 24, 2020 at 1:17 AM	155 People Reached	12 Post Engagements	9 Reactions	0 Comments	0 Shares	158 Impressions
☐	The most joyous celebration we …	Boost Unavailable	December 24, 2020 at 1:11 AM	173 People Reached	18 Post Engagements	14 Reactions	0 Comments	0 Shares	175 Impressions
☐	It is God who makes us eligible t…	Boost Unavailable	December 24, 2020 at 1:01 AM	150 People Reached	16 Post Engagements	8 Reactions	0 Comments	1 Shares	154 Impressions
☐	When our love for God is greater …	Boost Unavailable	December 23, 2020 at 1:00 PM	599 People Reached	33 Post Engagements	21 Reactions	0 Comments	8 Shares	640 Impressions
☐	No caption	Boost Unavailable	December 23, 2020 at 12:37 PM	330 People Reached	36 Post Engagements	19 Reactions	1 Comments	0 Shares	342 Impressions
☐	DAY 10 OF 12 #12DaysofChrist…	Boost Unavailable	December 23, 2020 at 7:00 AM	959 People Reached	76 Post Engagements	43 Reactions	4 Comments	20 Shares	1,092 Impressions

Published Scheduled Draft

Search by post ID or caption   Shared to: All ▾   Dec 1, 2020 – Jan 1, 2021 ▾   ▐▐▐ Customize Columns

	Posts		Date Published	Reach ●	Engagement ●	Reactions/Likes ●	Comments ●	Shares ●	Impressions ●
☐	Good tidings of Great Joy! His n…	Boost Unavailable	December 22, 2020 at 9:00 AM	803 People Reached	77 Post Engagements	41 Reactions	5 Comments	18 Shares	900 Impressions
☐	Then if You're not done working …	Boost Unavailable	December 22, 2020 at 6:57 AM	811 People Reached	53 Post Engagements	34 Reactions	3 Comments	11 Shares	850 Impressions
☐	DAY 9 OF 12 #12DaysofChristm…	Boost Unavailable	December 22, 2020 at 7:00 AM	791 People Reached	55 Post Engagements	30 Reactions	1 Comments	17 Shares	895 Impressions
☐	DAY 8 OF 12 #12DaysofChristm…	Boost Unavailable	December 21, 2020 at 7:00 AM	1,182 People Reached	72 Post Engagements	41 Reactions	0 Comments	22 Shares	1,266 Impressions
☐	No caption	Boost Unavailable	December 20, 2020 at 10:32 AM	1,330 People Reached	258 Post Engagements	111 Reactions	19 Comments	24 Shares	1,505 Impressions
☐	DAY 7 OF 12 #12DaysofChristm…	Boost Unavailable	December 20, 2020 at 7:00 AM	906 People Reached	62 Post Engagements	42 Reactions	0 Comments	15 Shares	1,011 Impressions
☐	No caption	Boost Unavailable	December 19, 2020 at 11:05 PM	195 People Reached	51 Post Engagements	23 Reactions	0 Comments	0 Shares	299 Impressions
☐	No caption	Boost Unavailable	December 19, 2020 at 10:53 PM	295 People Reached	10 Post Engagements	1 Reactions	0 Comments	0 Shares	467 Impressions
☐	No caption	Boost Unavailable	December 19, 2020 at 10:53 PM	239 People Reached	62 Post Engagements	27 Reactions	0 Comments	0 Shares	467 Impressions
☐	Releasing our final batch of phot…	Boost Unavailable	December 19, 2020 at 10:57 PM	43 People Reached	13 Post Engagements	8 Reactions	0 Comments	0 Shares	68 Impressions

Table 1

Published | Scheduled | Draft

Search by post ID or caption — Shared to: All — Dec 1, 2020 – Jan 1, 2021 — Customize Columns

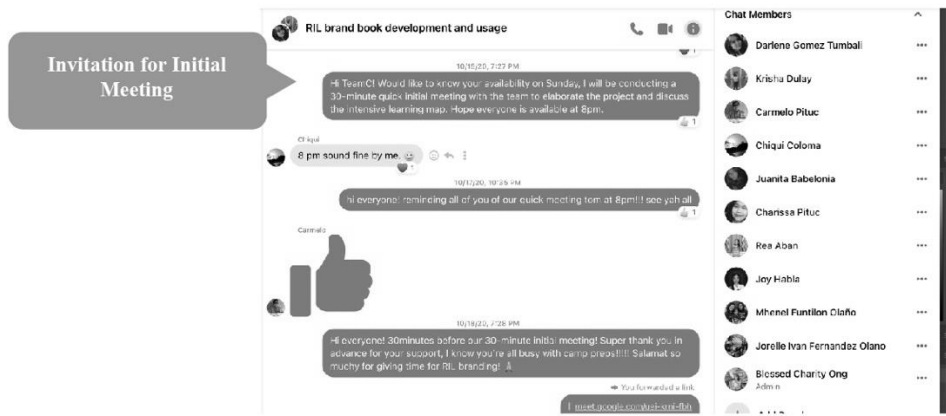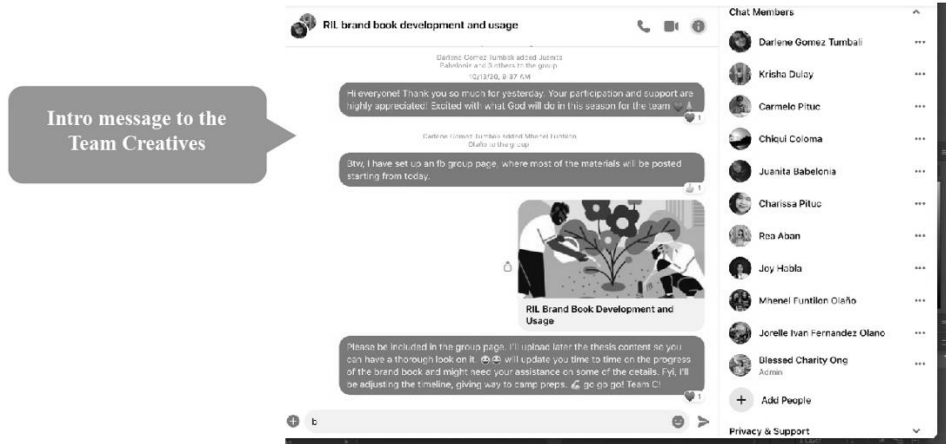| Posts	Date Published	Reach	Engagement	Reactions/Likes	Comments	Shares	Impressions
No caption	December 29, 2020 at 11:08 PM	341 People Reached	33 Post Engagements	25 Reactions	0 Comments	4 Shares	372 Impressions
No caption	December 29, 2020 at 11:03 PM	216 People Reached	14 Post Engagements	12 Reactions	0 Comments	0 Shares	242 Impressions
The year is ending but our hope i...	December 27, 2020 at 3:00 PM	624 People Reached	50 Post Engagements	18 Reactions	7 Comments	5 Shares	682 Impressions
No caption	December 27, 2020 at 11:50 AM	917 People Reached	76 Post Engagements	46 Reactions	0 Comments	4 Shares	1,066 Impressions
No caption	December 27, 2020 at 10:44 AM	2,071 People Reached	252 Post Engagements	65 Reactions	40 Comments	32 Shares	2,341 Impressions
The God who started this great ...	December 27, 2020 at 10:32 AM	263 People Reached	27 Post Engagements	21 Reactions	0 Comments	3 Shares	278 Impressions
A gift too wonderful for words! A...	December 25, 2020 at 7:11 PM	550 People Reached	31 Post Engagements	21 Reactions	0 Comments	9 Shares	573 Impressions
Our Church Awareness Post: Rei...	December 25, 2020 at 6:25 PM	483 People Reached	25 Post Engagements	17 Reactions	0 Comments	5 Shares	483 Impressions
Boost Completed — With the protocols still in place ...	December 25, 2020 at 5:53 PM	3,324 People Reached	222 Post Engagements	106 Reactions	6 Comments	23 Shares	5,559 Impressions
No caption	December 25, 2020 at 12:58 PM	197 People Reached	13 Post Engagements	10 Reactions	0 Comments	0 Shares	206 Impressions

Table 2

Published | Scheduled | Draft

Search by post ID or caption — Shared to: All — Dec 1, 2020 – Jan 1, 2021 — Customize Columns

Posts	Date Published	Reach	Engagement	Reactions/Likes	Comments	Shares	Impressions
No caption	December 25, 2020 at 12:24 PM	180 People Reached	10 Post Engagements	7 Reactions	0 Comments	0 Shares	180 Impressions
Blessed Christmas, everyone! #...	December 25, 2020 at 11:33 AM	607 People Reached	50 Post Engagements	31 Reactions	0 Comments	12 Shares	706 Impressions
DAY 12 OF 12 #12DaysofChrist...	December 25, 2020 at 7:00 AM	623 People Reached	45 Post Engagements	24 Reactions	0 Comments	11 Shares	699 Impressions
No caption	December 24, 2020 at 7:34 PM	184 People Reached	21 Post Engagements	12 Reactions	0 Comments	0 Shares	197 Impressions
No caption	December 24, 2020 at 6:58 PM	983 People Reached	161 Post Engagements	69 Reactions	25 Comments	13 Shares	1,113 Impressions
No caption	December 24, 2020 at 6:14 PM	146 People Reached	10 Post Engagements	10 Reactions	0 Comments	0 Shares	147 Impressions
No caption	December 24, 2020 at 6:13 PM	163 People Reached	14 Post Engagements	12 Reactions	0 Comments	0 Shares	165 Impressions
No caption	December 24, 2020 at 5:59 PM	193 People Reached	27 Post Engagements	15 Reactions	2 Comments	0 Shares	193 Impressions
No caption	December 24, 2020 at 5:34 PM	102 People Reached	10 Post Engagements	9 Reactions	0 Comments	0 Shares	103 Impressions
DAY 11 OF 12 #12DaysofChrist...	December 24, 2020 at 7:00 AM	276 People Reached	22 Post Engagements	18 Reactions	0 Comments	4 Shares	315 Impressions

Posts		Date Published	Reach	Engagement	Reactions/Likes	Comments	Shares	Impressions
No caption	Boost Unavailable	December 31, 2020 at 4:56 PM	982 People Reached	185 Post Engagements	65 Reactions	11 Comments	24 Shares	1,090 Impressions
We are pleased to announce the ..	Boost Unavailable	December 31, 2020 at 11:26 AM	246 People Reached	23 Post Engagements	14 Reactions	2 Comments	2 Shares	282 Impressions
No caption	Boost Unavailable	December 30, 2020 at 9:45 PM	207 People Reached	22 Post Engagements	15 Reactions	2 Comments	0 Shares	230 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:38 PM	230 People Reached	26 Post Engagements	11 Reactions	1 Comments	0 Shares	254 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:31 PM	125 People Reached	11 Post Engagements	11 Reactions	0 Comments	0 Shares	145 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:18 PM	136 People Reached	16 Post Engagements	11 Reactions	0 Comments	0 Shares	157 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:14 PM	104 People Reached	10 Post Engagements	7 Reactions	1 Comments	0 Shares	125 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:12 PM	177 People Reached	22 Post Engagements	15 Reactions	2 Comments	0 Shares	200 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:07 PM	108 People Reached	14 Post Engagements	11 Reactions	0 Comments	0 Shares	129 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 9:06 PM	91 People Reached	8 Post Engagements	7 Reactions	0 Comments	0 Shares	112 Impressions

Posts		Date Published	Reach	Engagement	Reactions/Likes	Comments	Shares	Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 8:46 PM	87 People Reached	8 Post Engagements	6 Reactions	0 Comments	0 Shares	105 Impressions
Our 2020 Core Values Alive awar...	Boost Unavailable	December 30, 2020 at 8:30 PM	181 People Reached	19 Post Engagements	13 Reactions	0 Comments	0 Shares	201 Impressions
No caption	Boost Unavailable	December 30, 2020 at 8:03 PM	96 People Reached	10 Post Engagements	7 Reactions	1 Comments	0 Shares	113 Impressions
No caption	Boost Unavailable	December 30, 2020 at 7:58 PM	128 People Reached	3 Post Engagements	3 Reactions	0 Comments	0 Shares	147 Impressions
No caption	Boost Unavailable	December 30, 2020 at 7:44 PM	137 People Reached	12 Post Engagements	8 Reactions	0 Comments	0 Shares	155 Impressions
No caption	Boost Unavailable	December 30, 2020 at 7:40 PM	87 People Reached	6 Post Engagements	2 Reactions	0 Comments	0 Shares	104 Impressions
No caption	Boost Unavailable	December 30, 2020 at 7:17 PM	137 People Reached	14 Post Engagements	8 Reactions	0 Comments	0 Shares	155 Impressions
The joy from Christ always leads...	Boost Unavailable	December 30, 2020 at 4:24 PM	172 People Reached	30 Post Engagements	15 Reactions	3 Comments	0 Shares	191 Impressions
The joy that Jesus brought when...	Boost Unavailable	December 30, 2020 at 4:17 PM	144 People Reached	9 Post Engagements	6 Reactions	0 Comments	0 Shares	175 Impressions
A heart that worships and praise...	Boost Unavailable	December 30, 2020 at 8:37 AM	757 People Reached	48 Post Engagements	32 Reactions	0 Comments	9 Shares	865 Impressions

Appendix J: Developmental Documentation

DEVELOPMENTAL DOCUMENTATION

Intro message to the
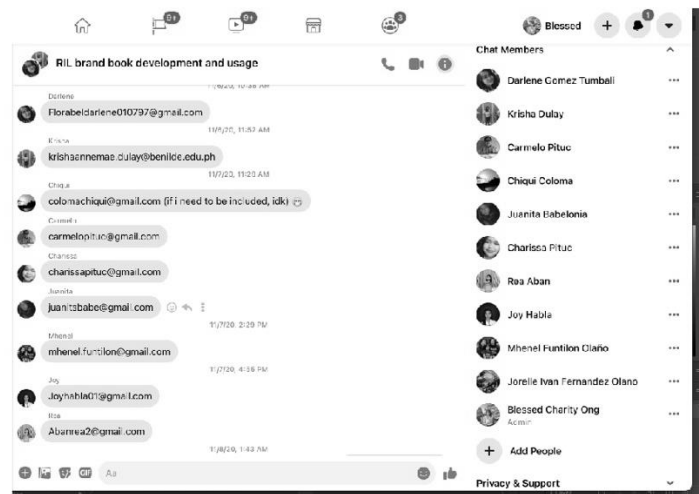Team Creatives

Invitation for Initial
Meeting

Team Creatives Huddle and Initial Meeting

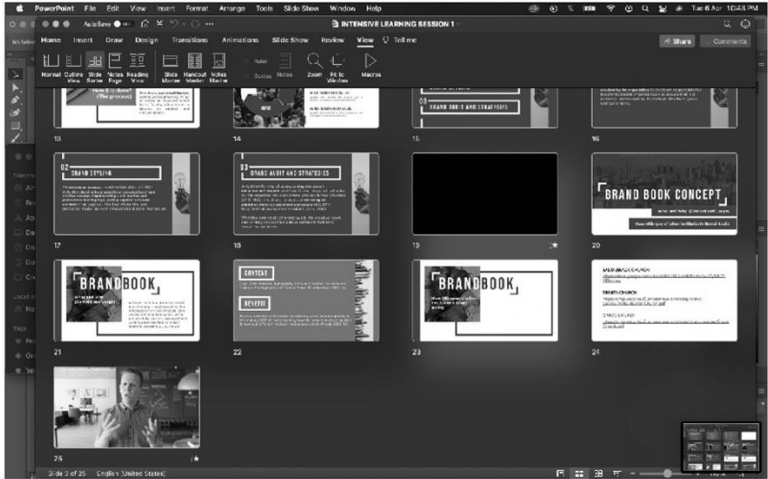**Responses for the CANVA Registration**

Presenting the Production Thesis and the objective of the project.

Initial Meeting: Discussed the scope of the project which highlights the commitment needed for Intensive Hybrid Learning and the Media Participation of each member for the 31-day brand implementation.

Presentation for the Session 1 and Session 2 of Intensive Hybrid Learning
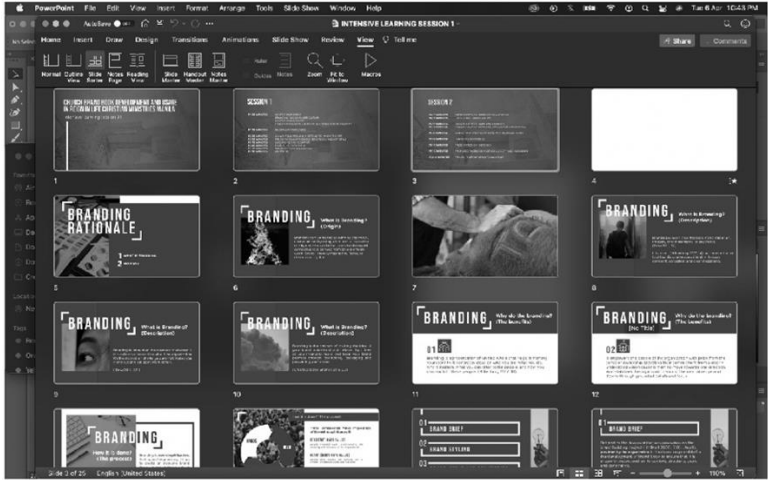
Follow up reminders and posts on Facebook Group Page
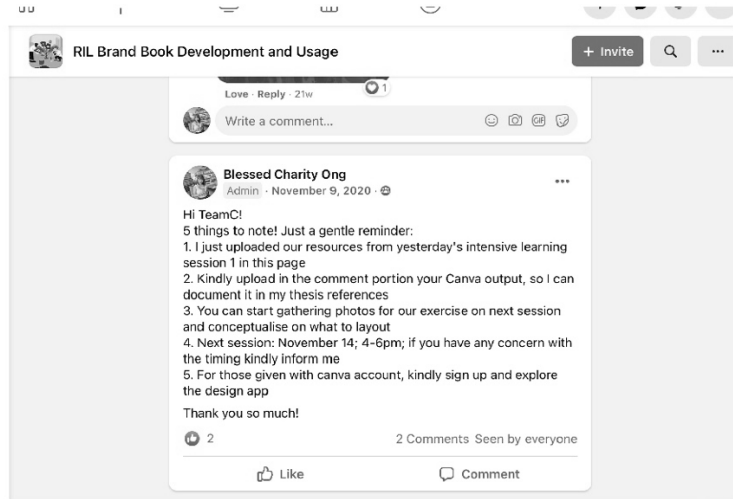
Team C output for Intensive Learning
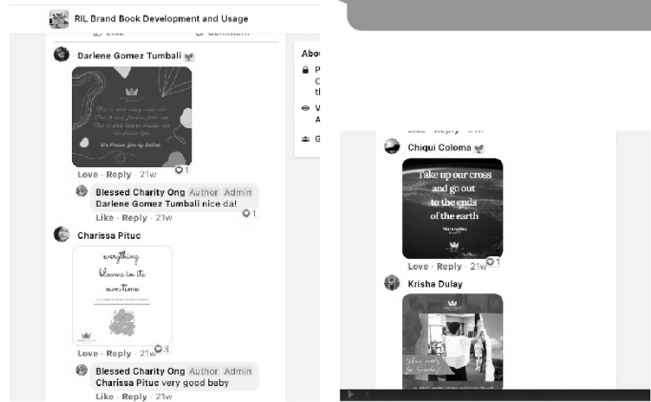
Reminder for Last Sessions on Intensive Hyrbid Learning
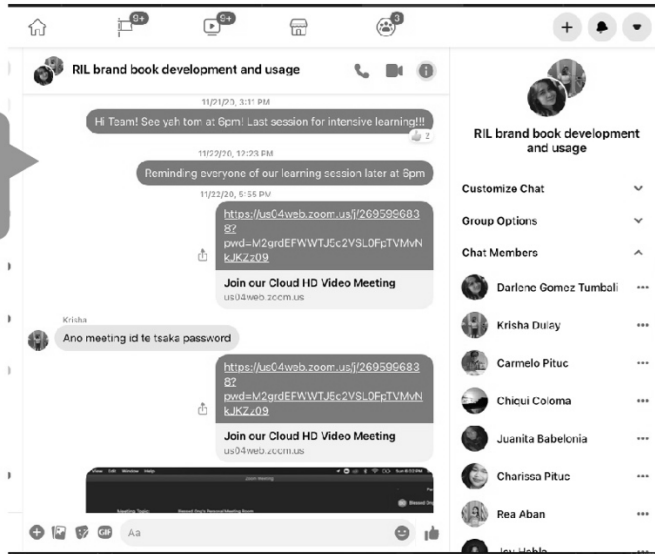
Follow up posting for the Last Session of Intensive Hybrid Learning
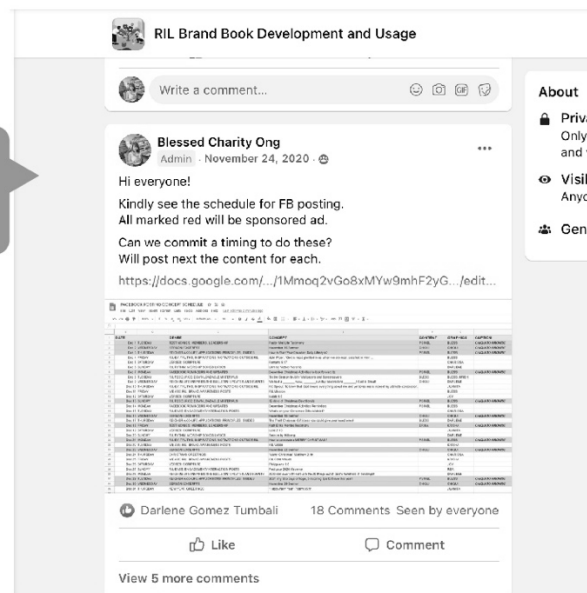
Appendix K: Guided Usage Documentation
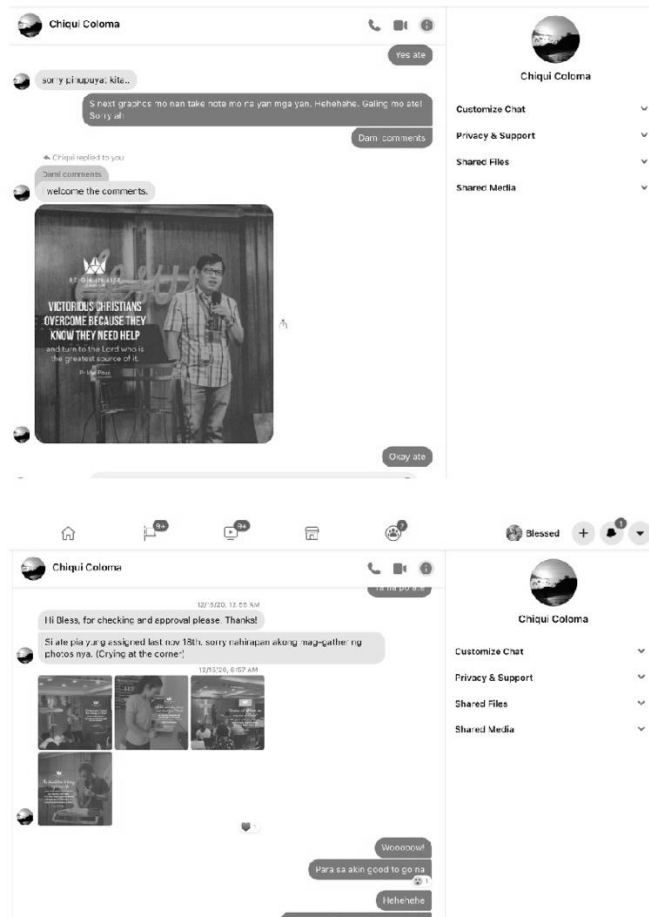
Darlene

post   72 results   ∧ ∨   Close

12/10/20, 11:50 AM

WE HAD A GREAT 2020
God is Great
(AS OF DECEMBER 9)

49 Rest Sunday Celebrations
50 Weekday Wednesday Worship
3   Days of Reign Nights
7   Days of Prayer
3   Nights of Confluence
1   Distinctive Revelation Camp
1   Resound 2020
17 Weeks in our Power Movement:
    WALK - Worship Active Living Kerygma
    NAP - Nurturing Active Prayer
    HUG - Honest Uplifting Gatherings
    Rollout of first initiative for CHROME
    Community Homes Reach Out Ministry and Evangelism
    to the Taal Volcano Eruption evacuees

eto teh'

oks na kaya teh?

Darlene

Customize Chat   ∨
Privacy & Support   ∨
Shared Files   ∨
Shared Media   ∨

Darlene

post   72 results   ∧ ∨   Close

ito ba yun te

REIGN IN LIFE
There is a time for everything
and a season for every activity under the heavens
Ecclesiastes 3:1 NIV

Oo pero darken mo ah

Darlene

Customize Chat   ∨
Privacy & Support   ∨
Shared Files   ∨
Shared Media   ∨
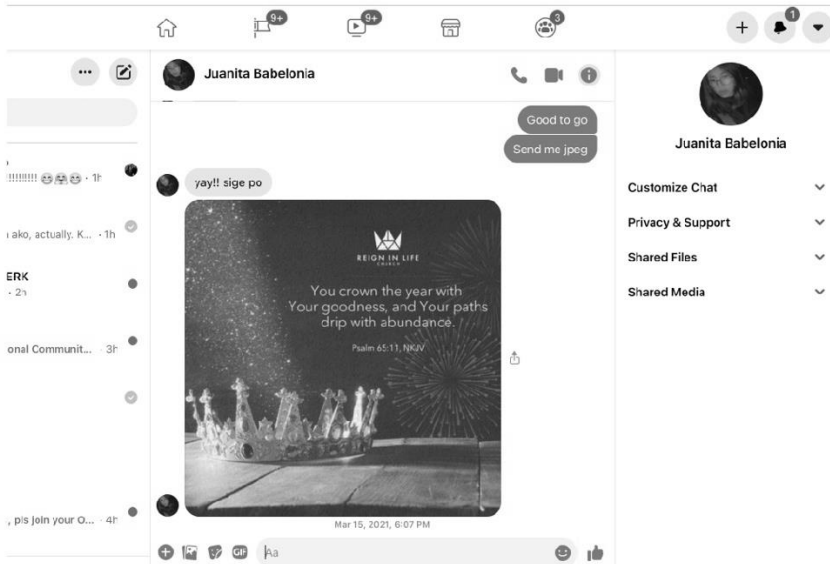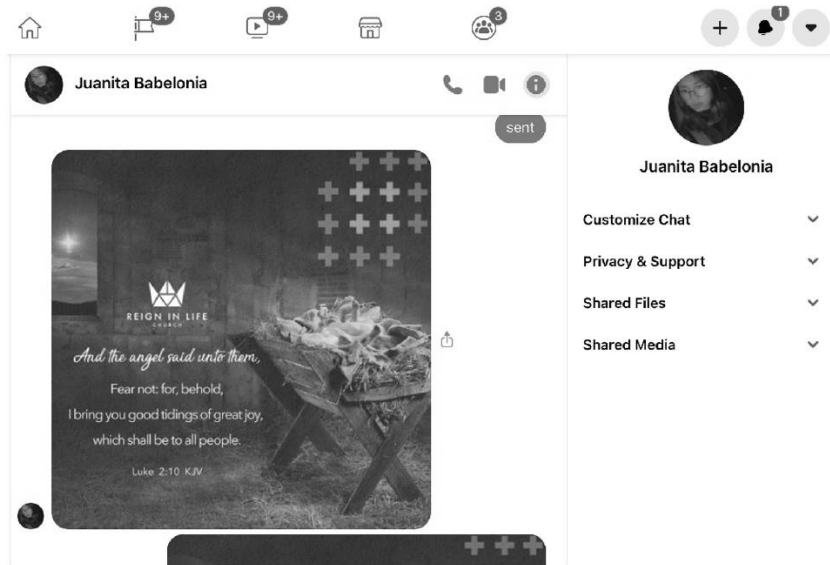
Joy Habla

Pra wla yang encircled n part ko

Great Job, Baby! Galing mo!!!!! 🙈
Approved na!

♥ 1
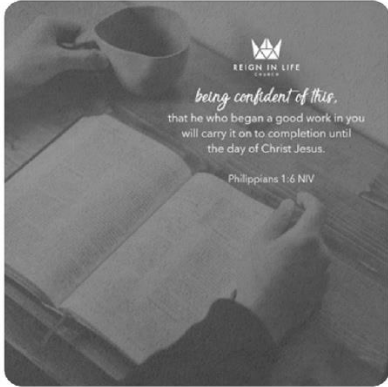
Joy Habla

the day of Christ Jesus

Ok po ate

Ay mas ok nga ung ganyang hati ate galing mo po 😊

Appendix L: Evaluation Form

EVALUATOR'S NAME:			
MINISTRY/COMPANY:			
EVALUATION SHEET			
This evaluation requires singular answer for each section of the Brand Book.			
BRAND BOOK PORTION	**INFORM (HEAD)**	**INSPIRE (HEART)**	**ENFORCE (HAND)**
	HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?	*HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?*	*HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?*
01 OUR BRAND | WHO WE ARE			
History			
Mission			
Vision			
Tagline			
Foundational Verse			
Core Values			
Statement of Faith			
Church Structure			
Church Position			
02 LOGO | OUR IDENTIFIER			
Rationale			
Elements			
Variants			
Usage			
Ministry and Network Approach			
03 TYPOGRAPHY | OUR TYPEFACE			
Primary			
Secondary			
Hierarchy			
04 COLOR PALETTE| HUE AND VIBRANCE			
Primary			
Secondary			
Neutrals			
05 GRAPHICS ELEMENTS | SYMBOLS			
Icons			
Imagery			
Patterns and Textures			
06 MESSAGING AND VOICE | WORDS AND TONE			
Messaging			
Mood			
07 APPLYING THE BRAND | CHURCH VISUALS			
Facebook Materials			
31-Day Brand Implementation			

Appendix M: Answers to Evaluation Form

CHIQUI COLOMA

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND
It gave me a bird's eyeview of the Church.

LOGO
It makes the identity of the Church stand out. It is relatable and has recall.

TYPOGRAPHY
The look and feel of using these fonts will be easily associated with the Church.

COLOR PALETTE
Identifiable to the Church. (I specifically am delighted with the additional neutral colors.)

GRAPHIC ELEMENTS
It enhances the content of the graphics.

MESSAGING AND VOICE
It reveals the identity of the Church as being relatable, informative, and emphatic.

APPLYING THE BRAND
Stock photos coming from within the church activities are put into use.

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
It clearly depicts the essentials of the brand. It has expressed itself in such a way that most will understand the story behind the Church's existence.

LOGO
There is much symbolism in the colors used that it gives the logo depth.

TYPOGRAPHY
With the use of the assigned typography, the team can still get creative yet remain within the bounds of its identity.

COLOR PALETTE
with the additional colors (for the networks), a tint of any of the network's assigned color adds "flavor" to the posts.

GRAPHIC ELEMENTS
It takes the viewers of the posts into the heart of the church - its people, its message.

MESSAGING AND VOICE
As much as it can, the messaging of the posts tries to felt to most of its target demographics.

APPLYING THE BRAND
The goal is achieved when the Church engages to the church and vise versa.

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
In its entirety, it has the reader take an action - i.e., to be a partner of the Church.

LOGO
It guides the user (at least those creating the graphics, postings) on its proper usage.

TYPOGRAPHY
It gives the structure with regard to the layout of each post.

COLOR PALETTE
Specific networks can easily identify a post as theirs. (Though we might need to re-introduce the colors to the networks as we have new members as well)

GRAPHIC ELEMENTS
So far, we have been heavy on the usage of Imagery and Patterns and Textures, we need to explore Icons more.

MESSAGING AND VOICE
It triggers engagements within the community, and it encourages the church to pass it on to others for them to be likewise blessed.

APPLYING THE BRAND
The content often strives for its readers to partner with the endeavors of the Church which is to spread the Gospel to all.

DAISY MACAWILE

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND
The cover page does not include the "brand book" of the Reign in Life, so if I am not aware that it's a brand book, I would be a bit confused about what document I am looking at. For the cover page, include Branding Book on the title to convey that it is indeed a Brand Book at first glance.

This portion of the brand book, in general, gave me an understanding of the story of the Reign in Life. However, the history should be updated to include milestones of the current year. Also, it would be best to make it in bullet format for the reader to easily digest and grasp how the Reign in Life started. I believe this is important to ensure that the readers get the brand's feel early on through its history.

LOGO
The logo rationale was clearly explained in this portion and how they came about with this concept. The usage in different variants was explained as well.

TYPOGRAPHY
However, in the typography section, it would be better to label which typography is to use in the hierarchy to prevent confusion.

COLOR PALETTE
The color palette can evoke emotions, encourage conversions and even generate brand loyalty, and Reign in Life color palette inspires the right feelings as it creates psychological connections with the audience.

GRAPHIC ELEMENTS
Appropriate icons and symbols are selected with care for Reign in Life.

MESSAGING AND VOICE
Reign of Life's brand messaging and mood portrays the church's values and what it believes in. It articulates the church messages in everyone and gets people excited to know more about it.

APPLYING THE BRAND
Based on the provided design sample, the brand guide application for Facebook materials is consistent throughout, and the application maintained the quality and integrity of the brand's image.

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
The brand's soul was apparent on every page of the brand book as it includes the church logo on all pages of this portion. The use of imagery also adds to the feel, as well as adding the foundational verse.

LOGO
The logo usage was communicated well, and the logo variant was emphasized in this portion.

TYPOGRAPHY
The font style and way of presentation of the text were explained in this portion which indicates the brand's personality.

COLOR PALETTE
The Reign in Life color palette portrays a rich visual experience while simultaneously showcasing the church's personality.

GRAPHIC ELEMENTS
Icons and imagery were carefully selected to reflect the brand's identity and for its application.

MESSAGING AND VOICE
Reign of Life's brand messaging is simple, consistent, compelling, and persuasive, and it outlines what the church does and stands for.

APPLYING THE BRAND
The consistent use of the brand guide in the given design samples helped maintain a strong, cohesive, and distinguishable Reign in Life brand.

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
This portion of the brand book does not explicitly state the brand's don'ts, but mainly what the church stands for, what they envision to do, and how they plan to achieve it.

LOGO
This portion of the brand book conveys the dos and don'ts of the brand's most essential elements.

TYPOGRAPHY
This portion of the brand book conveys a persistent type of fonts that should be used each with a particular hierarchy.

COLOR PALETTE
This portion of the brand book conveys what colors to use on Reign in Life materials.

GRAPHIC ELEMENTS
The do's of symbols and icons to use are shown. But the limitation of usage are not defined.

MESSAGING AND VOICE
It outlines the church messaging in this portion, and it is consistent throughout the brand book, but the limitation (do's) are not explained.

APPLYING THE BRAND
Design samples emphasized the proper application of the brand book.

NIKOS CONSUMIDO

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND

The cover page looks like a design company portfolio if possible add a human element also should have put something like "Brand Guidelines/ Brand Style Guide or something along those line and if possible add a message from the president/ceo/owner for the reader.

LOGO
Why color blue, why choose Grace? Why trinity and why stability? Why crown?

TYPOGRAPHY
The Typography feels like it was caught in between serious type to playful type due the usage of cursive letter try using black color for the sensation and qualities font or any different color depending on the event theme

COLOR PALETTE
You said 7 shades of blue?i can only see Tranquility, peace, stability, security and order… where are the other two? Where is GRACE? Should be consistent.

GRAPHIC ELEMENTS
the icons and symbols were not utilize for this brandbook.

MESSAGING AND VOICE
make use of scenarios/event/ nature/ gathering so the reader can relate what the message are being conveyed

APPLYING THE BRAND
If possible don't use black and white effect it doesn't follow the company's name "Reign in Life" should be vibrant colors

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
Make use Histograph instead for the history. It's too text heavy… How did they thought of the name "Reign in Life" what was the inspiration behind it

LOGO
INSPIRE word should be bigger to make an impact

TYPOGRAPHY
Why use certain fonts? What's the meaning of each font, when will I use each fonts?

COLOR PALETTE
When do I use the secondary colors? And how to use it?

GRAPHIC ELEMENTS
Put icon identifier so we know when to use that certain icon

MESSAGING AND VOICE
It would be nice if the person who is talking in the messaging has a picture instead group photo, the ministry, the pastor or whomever.

APPLYING THE BRAND
For the facebook post etc it would be nicer if you can provide real pictorial or higher quality photos

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
Make use of the human elements so they can relate with the brand book. Make the tagline "Inspire people, raise God's partners" bigger and more prominent.

LOGO
Where is the measurement for the Text to logo there should be a precise measurement on how far should the text be to the logo

TYPOGRAPHY
This portion of the brand book conveys a persistent type of fonts that should be used, each with a particular hierarchy.

COLOR PALETTE
I can barely see the numbering is it possible to incorporate the pantones in the crown instead so I don't have to mix and match it?

GRAPHIC ELEMENTS
again should have atleast one or two of the icons/symbols for this brandbook

MESSAGING AND VOICE
Why use b&w ? Better if use monotone color and the mosaic effect it distorts the person

APPLYING THE BRAND
Higher quality photos , lessen the mosaic effect and black and white

ENA ALVAREZ

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND
All parts are appropriate, congruent and clearly stated

LOGO
Layout is well organized and consistent in its components

TYPOGRAPHY
The typography used is appropriate in the RIL brandbook.

COLOR PALETTE
The colors used are appropriate and tailor made for the brand book.

GRAPHIC ELEMENTS
the icons and symbols were not utilize for this branbook.

MESSAGING AND VOICE
It has a well organized information

APPLYING THE BRAND
Graphics go well with the text and there is a good mix of text and graphics

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
Paces information appropriately with effective transitions and presentation of materials

LOGO
Each of the part of the logo is well represented by its ministry components.

TYPOGRAPHY
Attractive and modern style is used.

COLOR PALETTE
Attractive and conventional

GRAPHIC ELEMENTS
The graphic elements and symbols are appropriate.

MESSAGING AND VOICE
The use of facts and information is good and consistent.

APPLYING THE BRAND
It has a clear and sensible structure.

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
The people who will read the brand book will clearly understand its contents and will be encouraged to use this as they introduce the church to other people.

LOGO
Attactive to people. The church will be easily identified.

TYPOGRAPHY
Easy to read.

COLOR PALETTE
Appropriate to the eyes.

GRAPHIC ELEMENTS
Establishes a clear message in presenting in logical and developmental manner.

MESSAGING AND VOICE
Convey relevant ideas.

APPLYING THE BRAND
Demonstrate a high knowledge and understanding of what the church is all about.

MIKARLA ARGUELLES

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND
This portion made me think that the brand appeals to younger generation. It feels like this brand is inviting the youth to join the community and share their knowledge and skills in serving the Lord.

LOGO
This part gave me an idea on how certain shapes like triangles and colors can be combined to create a powerful logo

TYPOGRAPHY
It educated me which font should i use to highlight a particular section in a communication material.

COLOR PALETTE
This portion introduced three styles which the artist can use in portraying its message using different set of colors.

GRAPHIC ELEMENTS
This section tells the artist the he/she has an option on how he/she can execute the icons, imagery and patterns in different materials.

MESSAGING AND VOICE
It informed me about the rationale of how the Church would want to portray its brand to the audience.

APPLYING THE BRAND
This portion detailed the proper execution of the brandbook in its marketing materials.

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
This portion helped me further visualize and imagine how is it being part of the Reign in Life Church. The use of real images allowed me to know who the members are and what to they do in the church.

LOGO

This part allowed me to comprehend the meaning of triangles behind the logo brand and proper execution of such.

TYPOGRAPHY
It made the realize the importance of using appropriate typography to imply if your tone is serious or playful.

COLOR PALETTE
This portion was able to explain the reason behind the three styles introduced in the brandbook to guide the artist in creating their materials for Church.

GRAPHIC ELEMENTS
This section made me think that the Church really customizes its marketing materials to make it more appealing to the reader or audience.

MESSAGING AND VOICE
It showed me how much effort the Church is willing to make to have a universal tone for different set of people.

APPLYING THE BRAND
This portion appealed to me the effort of varying the designs to be able to avoid brand fatigue and at the same time continue to pique the interest of the readers.

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
This portion was able to clearly emphasize the benefits and responsibilities of the members through the use of contrasting font colors and highlighted texts.

LOGO
This part was able to put in details the required specs to properly use the logo

TYPOGRAPHY
It showed me how to properly execute the font style for the header, subheader and main content, etc.

COLOR PALETTE
This portion, being straightforward, guides the artist what style to use for a certain messaging brand intro, invitation for ew members, announcements, etc.

GRAPHIC ELEMENTS
Though given options, this section emphasizes that the artist shall be bound to these styles only to avoid being disconnected to the brand.

MESSAGING AND VOICE
It strictly guides the user regarding appropriate messaging and tone that Church members should be able to portray to its audience.

APPLYING THE BRAND

This portion served as a guide or training ground for the artist regarding execution of the brandbook during its launch month.

TON JOVES

HOW DOES THIS PORTION OF BRAND BOOK INFORM YOU OF HOW THE BRAND LOOKS, FEELS LIKE AND SOUNDS LIKE?

OUR BRAND
This portion clearly shows the background and history or the organiztion.

LOGO
It gave me an impression that someone is in control of everything but at the same time we can also control our lives.

TYPOGRAPHY
It gave me a feeling that the organization Is not intimidating. Maybe because of the script fonts. It gave the brand a more casual and approachable feel

COLOR PALETTE
The primary color makes it feel that the organization can give you tranquility and peace. That everything is in order because of the different tones of blue

GRAPHIC ELEMENTS
Same with the typography it gave me a feeling that the organization is not intimidating. It gave the brand a more casual and approachable feel

MESSAGING AND VOICE
Straightforward but still warm and casual.

APPLYING THE BRAND
It's easier for me to identify if it is a reminder, inspirational posts or sermon excerpts

HOW DOES THIS PORTION OF BRAND BOOK MAKES THE SOUL OF THE BRAND EVIDENT? HOW DOES IT REVEAL THE STORY AND THE VOICE OF THE BRAND?

OUR BRAND
Brand/organization was presented very well

LOGO
The crown represented the organization's mission to expand God's kingdom of grace on earth.

Seven shades of blue was clearly explained

TYPOGRAPHY
It gives the brand a more casual and approachable feels.

COLOR PALETTE
Showing secondary colors makes the brand more flexible depending on the mood and occasion.

GRAPHIC ELEMENTS
It gives the brand a more casual and approachable feels.

MESSAGING AND VOICE
It shows that the brand/organization is approachable and relatable to everyone

APPLYING THE BRAND
The brand is consistent with their digital executions and plans

HOW DOES THIS PORTION OF A BRAND BOOK ENGAGE AN ACTION? HOW DOES IT TELL OF THE DO'S AND DONT'S OF THE BRAND?

OUR BRAND
This gives me clear picture of the history, vision, mission and key message of the organization

LOGO
This portion is very important in representing a brand. Consistency must be observed in all organization's materials.

Variants and usage guide is also important for different implementations.

TYPOGRAPHY
Including the hierarchy in the guide is very important and useful. Consistency on the type of font is important but on how to use it all together is more important to create a brand.

COLOR PALETTE
Providing vibrant and neutral colors will make the branding more flexible depending on the occasion.

GRAPHIC ELEMENTS
Providing the type of icons that can used is very helpful to establish meaning per icon everytime they need to use an icon. Imagery guide is also important to create a mood and feel when posting them together same with the overlay guide

MESSAGING AND VOICE
Key message is clear and straightforward

APPLYING THE BRAND
The materials are presented in a very consistent manner.

Appendix N: Screenshot of MAXQDA Result from Evaluation

Appendix O: Screenshot of MAXQDA Result from Focus Group Discussion