

SS Gospel Centre

Visual Identity Proposal

The Overarching Principle of Branding a Church

"And I, when I came to you, brothers, did not come proclaiming to you the testimony of God with lofty speech or wisdom. ² For I decided to know nothing among you except Jesus Christ and him crucified. ³ And I was with you in weakness and in fear and much trembling, ⁴ and my speech and my message were not in plausible words of wisdom, but in demonstration of the Spirit and of power, ⁵ so that your faith might not rest in the wisdom of men but in the power of God."
— 1 Corinthians 2:1–5

Now I dare not claim that what Paul wrote is directly applicable to a branding exercise for fear of taking it out of context, but let's switch out some of the words to try and capture the situation of our present age and put things in perspective:

"And I, when I came to you, brothers, did not come proclaiming to you the testimony of God with flashy graphics or trendy soundtracks. For I decided to know nothing among you except Jesus Christ and him crucified. And I was with you in weakness and in fear and much trembling, and my digital media and my print media were not in attractive forms of aesthetic, but in demonstration of the Spirit and of power, so that your faith might not rest in the visual facade of men but in the power of God."

The Corinthians, being smack in the middle of Greek culture and philosophy, valued human wisdom and rhetoric above all else, thus causing division among the church. In our present age of consumerism and materialism, we are constantly in danger of valuing things that please the eyes and emotions—and making judgements about what is better based on these—just as the Corinthians placed their pride in their subscription to a certain leader based on eloquence and who drew a larger crowd.

The practice of branding our church should *never* be to present ourselves outwardly as a better or more attractive church just to draw a bigger weekly attendance. Christ is the only one whom people should be attracted to, and thus attend a church because they witness Christ's love among his people—and this is a much better testimony than any visual identity. A visual identity merely serves as a tool of communication—in our case, to preach the Gospel and to engage with the unreached. With this firmly established, only then shall we move on to strategies and applications, and these too are meant to be simple, clear, and effective.

**"Plainness, clarity, openness about Jesus keeps us from emptying the cross of its power."
—Thabiti Anyabwile**



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