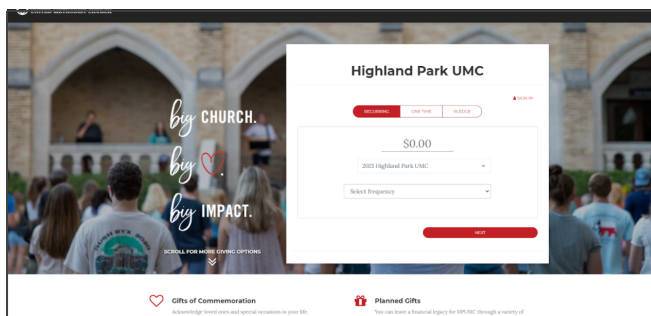


Get On The Brand-Wagon



Excellent branding opportunity on the Login Page of your TouchPoint database!



Give your Online Giving pages the same look and feel as your website!

Why Brand?

- Creates and cultivates **instant visual recognition**
- Easiest way to communicate with your church-goers
- Differentiates your church from others
- Affects the way others perceive you

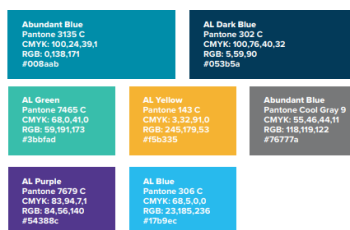
Your brand can have a **big impact**. It can be communicated through:

- Language
- Imagery
- Shape
- Typography
- Color
- Icons

Assemble A Brand Kit

Here's An Example Of The Brand Style Guide Created By Our Friends At Abundant Life:

Color Scheme



Logo



Font

Title, headline, and primary heading font:

Work Sans, Extrabold

Running text, secondary headlines, and detail/caption fonts:

Proxima Nova, Regular and *Italic*

Proxima Nova, Bold and *Bold Italic*

Proxima Nova, Extrabold and *Extrabold Italic*

Serif font used for official documentation (legal, some HR, contracts, etc.):

Chaparral Pro Regular and *Italic*

Chaparral Pro Bold and *Bold Italic*

Graphics



Telling Your Story Through TouchPoint

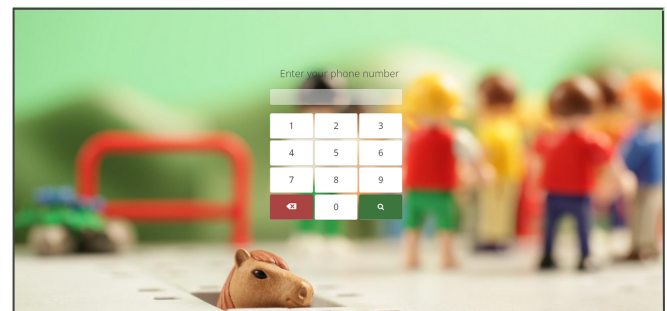
Make TouchPoint An Extension Of Your Church

Applying Your Church's Logo and Graphics:

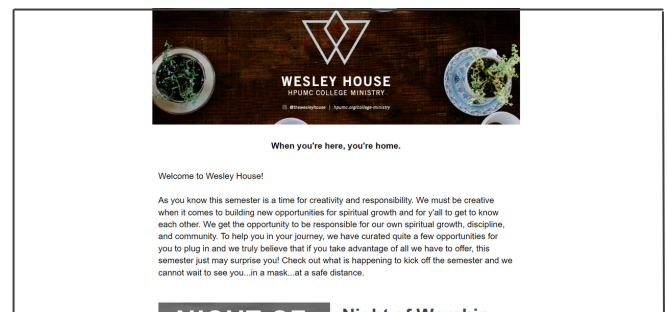
- Provides familiarity to your staff and church-goers
- Instills trust in your ChMS



Beautifully-Branded Login Page



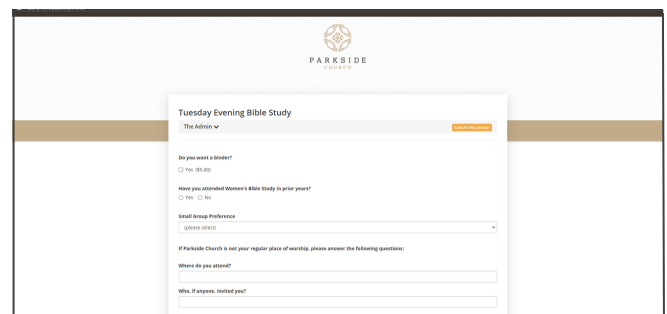
Check-In



Email Template

What Can Be Branded?

- Login Page
- Navigation Bar
- Online Giving Pages
- Online Registrations
- Check-In
- Emails
- Small Group Finder
- Mobile App
- Custom Domain



Online Registration Page

Want To Learn More About Branding?

[Check Out Our Branding Webinar Replay](#)

