

Client

ReGreen Baptist Church

A made-up church with a logo I designed a few years ago.



Contact Info

All made up information to be added later.

Goal

Goals & objectives

- Clearly communicate **service times, location, and beliefs** within the first few seconds of visiting.
- Provide **easy access to livestreams and past sermons**.
- Welcome first-time visitors.
- Highlight ministries, events, and opportunities for involvement.
- Encourage actions: attending services, contacting the church, joining groups, etc.

Brand personality

- **Rooted & Steady:** grounded in Scripture.
- **Warm & Family-Oriented:** welcoming, encouraging, and spiritually nurturing.
- **Modern Simplicity:** clean communication, easy navigation, uncluttered layout.
- **Hope-Oriented:** emphasizing renewal, growth, and the church's "ReGreen" identity.

Audience

Target Audience

- **Local families** seeking a family-friendly church home.
- **Individuals exploring Christianity** or returning to faith.
- **Established members** who rely on the site for sermons, events, and updates.
- **Older adults** who need clear typography, high contrast, and easy navigation.
- **Young adults** who prefer modern design and mobile-first layouts.

Creative Direction

Fonts

DM Serif Text for Headings

Brandon Text for Body Texts

#00650B

Camarone

#4EA16C

Fruit Salad

#404040

Tundora

#C9734A

Raw Sienna