

## Communicating Your Vision Visually

If you are clear about who you are and where you are going as a church that's awesome. Now it's time to help everyone else in the world to see it, catch it and pass it on. **The single most powerful way to help people become contagious carriers of your vision is to give it to them visually!**

Did you know that of all five of your senses, your brain allocates 80% of its energy to the eyes. We are visual thinkers. I have watched over and over and over, **how many people NEVER get the vision through words alone.** So what kind of visuals are we talking about? Allow me to explain two ways.

First, **I will ask you some simple questions** as a bit of a litmus test. Second, I have attached Auxano's brand process guide to **illustrate** how we build a design and communication toolbox for churches.

### Have You Communicated Vision Visually?

- *Does your logo tell a story or create a conversation starting point?*
- *Do you hand out a program or worship guide during services that is hard to throw away?*
- *Is your church's mobile website easy to use and engaging?*
- *Can you draw your church's strategy as a simple napkin sketch? (i.e., how you make disciples)*
- *Do you capture video testimonies that illustrate your church's mission, vision and values in the lives of people?*
- *Do you have stylistically appealing tagline? (font, color, placement)*
- *Can you read and see things about your church on social media (facebook, twitter, instagram)?*
- *Do you have a 3-5 minute anchor video that shows where God is taking your church?*
- *Do you have a consistent set of purposefully chosen design elements (based on you mission and values) that make up the look and feel of your primary communication tools?*
- *Does your space intentionally utilize your church's brand from architectural pieces and symbols to banners and signage?*

Would you like to do a better job this year with this important aspect of vision-casting? If so, **check out the brand process guide that we use at Auxano**. It tells the story of the design and communication toolbox we did for [Christ Fellowship in West Palm Beach](#).

**DOWNLOAD:** [The Auxano Brand Process Guide](#)

If you are interested in getting some outside help for branding & design, [you can let us know here](#).

> [Read more from Will](#).