



Brand Summary

Prepared by Brian Bibler

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Marketing Analysis

Background

New Life Schema

Although God had supernaturally guided Troy Campbell, his family, and a core group of other families in preparation for the task of starting a church downtown, New Life Ministries was inspired on May 16, 2006 and officially opened on April 8, 2007.

Mission

New Life Ministries exists to help everyone reach their highest level of spirituality; to accomplish God's will for His glory.

Distinctive

A "New Lifer" is on an evolving and eternal continuum of spiritual growth, beginning with a personal relationship with Jesus Christ.

A "New Life" experience is derived from accepting a choice made to a contingent opportunity that relies on an unconditional dependence on God.

Target Demographics

The growing downtown Kansas City neighborhoods (upscale loft and apartment dwellers), the inner city neighborhoods, and the suburban business and working class. Downtown Kansas City was identified through divine guidance for its driving convenience (within 15 minutes for a 500,000 population), its explosive growth and development, and for the many opportunities God has yet to reveal.

New Life Values

Key values integral to New Life growth are:

- 1. God-Focused Worship** – Worship is both personal and corporate, occurring on a spontaneous basis as believers respond to the glory of God. God-focused worship offers the following:
 - ▶ Biblical worship that **exalts God** – Our focus is God, not ourselves.
 - ▶ Biblical worship that **is Spirit filled** – We allow the Holy Spirit to work in each of our lives in His own way without limiting His capabilities.
 - ▶ Biblical worship that **unifies the body** – An ancillary result of true worship is a unified local body of believers developing a growing unity with God.
- 2. Personal Discipleship** – Discipleship encompasses the New Testament command to find and train disciples. There are two words in the original languages that together communicate the essence of Biblical discipleship:
 - ▶ **To proclaim the Gospel (*euangelion*).**
 - ▶ Proclaiming **verbal witness** for truth – Be vocal about the Gospel.
 - ▶ Proclaiming **Biblical authority** of truth – The Gospel is powered by Scripture, the inspired and inerrant Word of God.
 - ▶ Proclaiming **personal testimony** of truth – The testimony of a changed life is evidence of miraculous activity.
 - ▶ **To direct one's mind to something (*matheteuo*).**
 - ▶ Biblical discipleship is defined by **a common objective** (to awaken unconditional commitment to Jesus Christ).
 - ▶ Biblical discipleship is defined by **a committed learner**.
 - ▶ Biblical discipleship is defined by **a consistent teacher**.

As each member of the body shares the power of God on a regular basis, the local body continues to grow.

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New Life Values

(Continued)

- 3. Meaningful Relationships** – A relationship is more than coming together, it is growing together. Genuine relationships are achieved when we regularly practice the following components:
- ▶ Biblical relationships encourage **personal vulnerability** – When we truly love others we give of ourselves, disregarding our own egos and well-being.
 - ▶ Biblical relationships encourage **corporate partnerships** – Individuals take a personal interest in the entire body of believers and therefore rejoice when others rejoice and weep when others weep (Romans 12:15). We become a team that shares the same purpose and journey.
 - ▶ Biblical relationships result in **a unified contribution** – Individuals judge progress by the growth of the body rather than the progress of the individual. We measure the success of our relationships by the progress of the entire body of believers.
- 4. Selfless Stewardship** – All that we have has been entrusted to us by God and it is our obligation to serve others with our time, talent and treasure. We fulfill the concept of stewardship when we include the following essentials:
- ▶ Biblical stewardship expects **sacrificial giving** – This provides a New Life opportunity to tangibly recognize and demonstrate our role as His fiduciary.
 - ▶ Biblical stewardship expects **physical commitment** – This provides a New Life opportunity to copiously share our time and resources with others.
 - ▶ Biblical stewardship expects **spiritual nourishment** – This provides a New Life opportunity to carefully and completely minister truth to the lives of others through thoughtful preparation, spiritual inspiration and Biblical motivation.

New Life Principals

Throughout the New Life journey, the following principles help guide and influence planning and decision making:

God's Provision – God does immeasurably more in those who follow, trust and obey Him, than can ever be accomplished without Him.

Purpose – Our purpose is to nurture a profound relationship with Jesus Christ, maintain a total dependence on God and His will, and model Christ-like relationships with everyone God brings into our lives.

Faith – Our responsibility, at any point on the New Life journey, is to continually be living beyond our comfort levels.

Prayer – We recognize the power and absolute necessity of seeking God's direction at every stage on the New Life journey.

Relationships – Establishing, building and nurturing relationships with God, one another, and the community will take priority in all we do.

Planning – God's leading directs our plans, so our plans never hinder God's direction.

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New Life Objectives

God Centered – with God supreme in every area of life, exalting Jesus Christ, and dependent on the Holy Spirit.

Word Based – believing the Bible to be inerrant and sufficient, central to every ministry activity, and the roadmap for life as discovered through expositional preaching and teaching.

Gospel Proclaiming – saturating the community with the Gospel message through personal contact and technology to courageously communicate absolute truth and further evangelistic efforts in a relativistic society.

Life Building – prioritizing discipleship while encouraging God-based relationships.

Prayer Empowered – making prayer a continued part of daily living.

Culturally Engaged – believing that the best way to change culture is to change individuals within the culture, we look for ways to communicate the Gospel that are relevant to today's culture.

Socially Active – to help the hurting inside the church as well as those outside the church, (including those who have no capacity to repay, including the fatherless, the widows, and the poor), while endeavoring to selflessly represent Jesus Christ to the community.

Missions Focused – multiplying efforts by focusing on planting churches locally and on foreign mission fields.

Leader Guided – servant leadership that meets biblical qualifications, places a high value on theological training, employs a team to accomplish the mission of the church, and follows a Biblical form of church polity.

Doctrinally Baptist – historically, Baptists have accepted the following pillars:

- ▶ Biblical Authority
- ▶ Autonomy of the local church
- ▶ Priesthood of all believers
- ▶ Two Ordinances: Baptism and Communion
- ▶ Individual Soul Liberty
- ▶ Saved, Baptized Church Membership
- ▶ Two offices: Elders and Deacons
- ▶ Separation of Church and State

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New Life Bible Church

The heart of New Life Ministries is the “church”, and through the combined resources of its body, God’s work is dutifully carried out.

Christ instituted the church to advance the kingdom of God (Matthew 16:18). As pictured throughout the New Testament, a Church is a unified group of believers, empowered by the Holy Spirit, to please God and share Christ. The book of Acts tells about the foundation on which the church was built (Ephesians 2:20). The goal of New Life Bible Church is to build exclusively on this foundation.

New Life is not a reaction to any evangelical movements; rather, it is a reaction to the moving of God’s Spirit. New Life Bible Church is designed to reflect the purest form of the church, without regard to bias, class, tradition, or society. New Life Bible Church is unmotivated by the opinion of man, yet relevant to the culture within the confines of God’s Word.

To reconstruct the picture of the Church in its purest form, one must return to its inception. Before heresy had diluted and strife had divided; Before man had manipulated and tradition had restricted. This was a church that knew God intimately and changed the world – literally.

- ▶ The believers anticipated New Life. (Acts 1:1-2:1)
- ▶ The believers exemplified New Life. (Acts 2:2-13)
- ▶ The leaders preached New Life. (Acts 2:14-36)
- ▶ The observers desired New Life. (Acts 2:37)
- ▶ The believers made New Life a way of life. (Acts 2:38-47)

Doctrinal Statement

We believe that the Bible is the inspired Word of God in all parts and wholly without error. (2 Timothy 3:15, Psalm 119:60)

We believe in the one true God, who is the first person of the Trinity; perfect, infinite, and eternal. He is revealed to us as Father, Son, and Holy Spirit. (Isaiah 45:22, Deuteronomy 32:4, Romans 11:33, Psalm 90:2)

We believe that the Lord Jesus Christ is the second person of the Trinity, the Eternal Word and only begotten Son. He became man by the miracle of the virgin birth; true God and true man. (John 1:1, Isaiah 7:14)

We believe that the Holy Spirit is the third person of the Trinity; that He convicts the world of sin, righteousness, and judgment. (John 16:8)

We believe that all men, by nature and choice, are sinful and lost; that man is the direct creation of God, made in His image and likeness. (Romans 3:23, Genesis 1:27)

We believe salvation is by grace through faith and is a free gift of God, neither merited nor secured by any virtue or work of man; received only by personal faith in the Lord Jesus Christ. (Ephesians 2:8-9, Romans 6:23, Titus 3:5)

We believe in the second coming of Christ and that His coming, which is our blessed hope, is always imminent. (Matthew 24:44, I Corinthians 15:52)

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New Life Services

Sunday

Training and Ministry Hour (9:45 a.m.)

The Training and Ministry Hour will equip and provide ministry opportunities for all ages. The weekly gathering should include a Biblically saturated challenge for personal growth, practical ideas for ministry growth, and edifying fellowship for body growth.

(Personal Discipleship, Kids For Truth, Teens in Training, Searching Persons Class, New Member Class Cycle, Wednesday Group Leader Training, Ethnic and Athletic Outreach Leadership Class, Addictions Recovery Leadership Class, Career Crossroads Leadership Class, Urban Outreach Leadership Class, Practical Helps Classes, Bible Institute Classes, Systematic Theology, Principles of Bible Study, Old and New Testament Survey)

Worship Service (10:45 a.m.)

This is the keynote meeting of the week for the believers at New Life. The goal is to corporately worship God together through prayer, meditation, music, and preaching of the Scriptures. It is our goal for each person to receive inspiration to make the personal changes necessary to become more like Christ. This inspiration is a result of clear expositional preaching. The philosophy for the morning service is to communicate truth in such a way so the believers are challenged and encouraged, while the lost are confronted with the love of Christ.

(Nursery for infants to age 2, Children's Church for children through 3rd grade)

Prayer Service (6:00 p.m.)

This is a time to seek God through prayer and meditation as a corporate body. The service will be divided into 2-3 sections of time that will focus on different types of prayer (adoration, confession, contemplation, thanksgiving and supplication). We will have time for individual prayer, group prayer and/or family prayer. The sessions of prayer will be divided by readings from Scripture, inspirational quotes, personal spiritual experiences and testimonies, as well as a short challenge from the Bible.

(Nursery for infants to age 2, Children's prayer groups for ages 3 – 6th Grade, Teen service for 7-12th Grade)

Wednesday

Group Studies (7:00 p.m.)

This is a time to introduce those in our neighborhoods to the Bible through a home study format while providing a venue for regular church attendees to fellowship and worship mid-week.

(Children and youth can be a part of the study or else if a group leader decides they can have their own study)

Church Planting Strategy

New Life has adopted a unique church planting strategy that could be used to plant additional churches. Under this model, we will seek to define the practices and resources that can be used to assist in starting new Churches. It is our vision to assist in starting new churches in numerous major cities world wide.

Marketing Analysis

Current Assessment

Audience (General)

1. Lost Individuals...searching for a New Life

- ▶ Those void of real meaning in life.
- ▶ Those unsaved, but open minded.
- ▶ Those critical of God's will or Jesus' work on the cross.

2. Reinvigorated Christians...searching for a New Life

- ▶ Those becoming compliant in spiritual walk
- ▶ Those passionate to make an eternal difference/impact

3. New/Post modern Evangelicals...searching for a New Life

Audience (Membership)

(Current)

Gender	Men (50%), Women (50%)
Age	35 or Under (50%), 35-55 (30%), 55+ (20%)
Race	Caucasian (90%), Latino (2%), African-American (5%), Other (3%)
Marital Status	Married (70%), Single (30%)
Family Status	Children 18 or Under (65%), Children in College (10%), Adult Children (10%), No Children (15%)
Economic	Average Household Income: \$50,000
Background	Mostly Churched
Spirituality	Walk: Poor to Average (30%), Average to Great (70%) Giving: Tithe + Missions (70%), Inconsistent or None (30%) Serving: Regularly (70%), Irregularly or None (30%)

Audience (Community)

(Current)

Gender	Men (50%), Women (50%)
Age	35 or Under (70%), 35-55 (25%), 55+ (5%)
Race	Caucasian (65%), Latino (10%), African-American (20%), Other (5%)
Marital Status	Married (45%), Single (55%)
Family Status	Children 18 or Under (25%), Children in College (20%), Adult Children (20%), No Children (55%)
Economic	Average Household Income: \$40,000
Background	Sporadically Churched
Spirituality	Walk: Poor to Average (70%), Average to Great (30%) Giving: Tithe + Missions (10%), Inconsistent or None (90%) Serving: Regularly (10%), Irregularly or None (90%)

Competitors

Direct Competitors	Suburban and Inner City Churches and Ministries (failing to deliver "New Life" opportunities/experiences)
Indirect Competitors	World Views, Multi-cultural Barriers, Entertainment, Stagnation (The comfort zone/routine), Internal Focuses

Marketing Analysis

Current Assessment

Audience (Membership) (Desired)	Gender	Men (50%), Women (50%)
	Age	35 or Under (40%), 35-55 (30%), 55+ (30%)
	Race	Caucasian (40%), Latino (20%), African-American (30%), Other (10%)
	Marital Status	Married (65%), Single (35%)
	Family Status	Children 18 or Under (40%), Children in College (15%), Adult Children (25%), No Children (20%)
	Economic	Average Household Income: \$45,000
	Background	Mixed: Church and Secular
	Spirituality	Walk: Poor to Average (40%), Average to Great (60%) Giving: Tithe + Missions (80%), Inconsistent or None (20%) Serving: Regularly (90%), Irregularly or None (10%)

Audience (Community) (Desired)	Gender	Men (50%), Women (50%)
	Age	35 or Under (40%), 35-55 (30%), 55+ (30%)
	Race	Caucasian (40%), Latino (20%), African-American (30%), Other (10%)
	Marital Status	Married (60%), Single (40%)
	Family Status	Children 18 or Under (35%), Children in College (15%), Adult Children (25%), No Children (25%)
	Economic	Average Household Income: \$40,000
	Background	Mixed: Church and Secular
	Spirituality	Walk: Poor to Average (65%), Average to Great (35%) Giving: Tithe + Missions (15%), Inconsistent or None (85%) Serving: Regularly (10%), Irregularly or None (90%)

Expectations	Of New Life	Opportunistic, Natural, Growing, Genuine, Freedom, Valuable, Resurrection, Celebration, Exciting, Overwhelming, Scared, Different, Imminent Change, New Chapter in Life, Active, Community, Safe, Welcoming, Unified, Collaborative, Stable, Involved, Committed, Invested, Successful, Progressive
	Of Members	Born-again/Christian, Welcoming/Accepting, Approachable, Personal/Caring, Trustworthy, Evangelical, Well-Rounded, Loyal, Relevant, Active, Sacrificial, Generous, Eager to Learn and Grow, Risk Takers, Willing to Disciple
	Of Community	Disassociated, Busy, Educated/Uneducated, Eager to be Loved/Understood, Multi-generational, Searching for Purpose/Answers, Requiring Respect/Stability/Truth, Cautious, Insecure, Equal.

Marketing Vehicles (Current)	Word of Mouth (relationships), Weekly Emails, Flyers, Brochure, Web Site, Signage, Direct Mail, Events
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Building the Brand

Recommendations

Brand Values

God Centered	It's not about us; it's all about Him. Our focus is on God and his will for mankind. We worship to praise our Savior; pray as an honest declaration of our dependence on Him; sing to magnify His glory; and devote ourselves to personal sanctification and spiritual edification.
Earnest	Spiritual growth is a daily responsibility, requiring receptiveness, commitment, discipline, and faith; unequivocally resulting in dynamic, comprehensive, and epiphanic transformation.
Discipling	New Life begins with a relationship based on an open dialogue, genuine involvement, an atmosphere of trust and respect, and a mutual understanding of expectations and needs. This kinship evolves into an accountability partnership to interpersonally and/or collectively fulfill Christ's Great Commission, to "go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you." (Matthew 28:18-20)
Tension	New Life opportunities trigger incongruent reactions, thus providing a spiritual indicator on the New Life continuum. This conflict between our will and God's will is resolved as we grow toward unconditional dependence on Him.
Coalescent	The heart of New Life Ministries is the church, a body of sacrificial, born-again believers effectuating divine opportunities for worship, discipleship, relationship and stewardship.
Nexus	Intriguing, yet integral to New Life Ministries is identification, administration and utilization of diverse interconnections, as divine New Life encounters and opportunities transform God's "living tapestry".

Design Values

Clarity	Hierarchy of information is clear. Designs clearly differentiate the New Life brand.
Simplicity	Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to the New Life identity.
Flexibility	Designs express the New Life brand consistently, yet creatively and distinctively.
Consistency	Communications are familial – with ties across internal/external audiences and to the brand.

The Brand Promise

New Life Ministries offers extraordinary opportunities for spiritual growth, beginning with a personal relationship with Jesus Christ. We guarantee experiential transformation through genuine interpersonal relationships and an unconditional dependence on God.

Identity Guidelines



New Life Ministries places great value on how it's represented to the public. These guidelines have been produced to strengthen our identity and protect its value. Please follow these guidelines precisely. Changing any component dilutes the strength of the brand position and risks confusing the public.

Core Values

New Life Ministries offers extraordinary opportunities for spiritual growth, beginning with a personal relationship with Jesus Christ. We guarantee experiential transformation through genuine interpersonal relationships and an unconditional dependence on God. When representing our brand, always keep the following values in mind:

God Centered: It's not about us; it's all about Him. Our focus is on God and his will for mankind. We worship to praise our Savior; pray as an honest declaration of our dependence on Him; sing to magnify His glory; and devote ourselves to personal sanctification and spiritual edification.

Earnest: Spiritual growth is a daily responsibility requiring receptiveness, commitment, discipline, and faith; unequivocally resulting in dynamic, comprehensive, and epiphanic transformation.

Discipling: New Life begins with a relationship based on an open dialogue, genuine involvement, an atmosphere of trust and respect, and a mutual understanding of expectations and needs. This kinship evolves into an accountability partnership to interpersonally and/or collectively fulfill Christ's Great Commission, to "go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you." (Matthew 28:18-20)

Tension: New Life opportunities trigger incongruent reactions, thus providing a spiritual indicator on the New Life continuum. This conflict between our will and God's will is resolved as we grow toward unconditional dependence on Him.

Coalescent: The heart of New Life Ministries is the church, a body of sacrificial, born-again believers effectuating divine opportunities for worship, discipleship, relationship and stewardship.

Nexus: Intriguing, yet integral to New Life Ministries is identification, administration and utilization of diverse interconnections, as divine New Life encounters and opportunities transform God's "living tapestry".

Design Values

We established the following design values to direct conceptual thinking and define criteria for evaluating the correct usage of our brand:

Clarity: Hierarchy of information is clear. Designs clearly differentiate our brand.

Simplicity: Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to our identity.

Flexibility: Designs express the New Life brand consistently, yet creatively and distinctively.

Consistency: Communications are familial – with ties across internal and external audiences and to the brand.



The way Life is meant to be.

The Logo

The logo, our visual identifier, has been created exclusively for New Life Ministries and should not be redrawn, separated or altered in any way. All usage of the New Life Ministries logo must be reproduced using original art.

Logo Usage

Always maintain a staging area that is at least the height of the word "NEW". The staging area may contain background colors, but no other graphic elements or typography may enter into its boundaries.

The logo should never be used as part of a sentence.

The New Life logo is provided in 4-color, 3-color, 2-color or 1-color options. When necessary, the entire logo may appear in greyscale on white or reversed out of a colored background.

The New Life logo should never appear in any other color combination than what is provided by New Life Ministries.

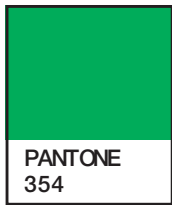
Logo Sizing

You may resize the logo, if necessary, providing you maintain the proper proportions.

The logo should never appear smaller than 1 3/4 inches.

Competency Bar

The competency bar is presented in combination with (but not tied to) the logo and should always appear on all communications. It should never dominate, compete with or overpower the logo and does not have to appear everywhere the logo appears, but should appear in the first/most prominent use of the logo. The word "Life" must always be capitalized. Typestyle should be in Franklin Gothic, alignment is dependent on best representation.



C:91 M:0 Y:83 K:0
Web Safe: #404040



C:0 M:0 Y:0 K:100
Web Safe: #000000



C:0 M:100 Y:65 K:34
Web Safe: #910029

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Medium Italic
Franklin Gothic Demi
Franklin Gothic Demi Italic
Franklin Gothic Heavy
Franklin Gothic Heavy Italic

Color Usage

Green (PMS 354) and Black should always be the dominate (primary) colors when used with New Life's identity.

Burgundy (PMS 201) is a secondary color.

White is an integral part of the New Life identity as well. When used effectively it provides a crisp, clean background which aids in legibility.

Typography

Franklin Gothic is the approved typeface. Follow these general guidelines:

- ▶ Use **Franklin Book** for body copy and **Franklin Demi** or **Franklin Heavy** for headlines.
- ▶ Upper and lower case is the preferred setting.
- ▶ Align type flush left and ragged right.
- ▶ The appropriate kerning for type ≤ -3 .

Our goal is to maintain consistency across all mediums. While Franklin Gothic is the preferred typeface, differences in technology may make it necessary to provide an alternative typeface. Please contact New Life Ministries Brand Management for direction.

Imagery

The New Life brand is distinctive, not only in design, but in total expression through imagery. The following provides guidance for developing communication where imagery not only provides visual interest, but strategically portrays our culture, service and the unique relationship between our members and community.

New Life – Opportunistic, Natural, Growing, Genuine, Freedom, Valuable, Resurrection, Celebration, Exciting, Overwhelming, Scared, Different, Imminent Change, New Chapter in Life, Active, Community, Safe, Welcoming, Unified, Collaborative, Stable, Involved, Committed, Invested, Successful, Progressive

Members – Born-again/Christian, Welcoming/Accepting, Approachable, Personal/Caring, Trustworthy, Evangelical, Well-Rounded, Loyal, Relevant, Active, Sacrificial, Generous, Eager to Learn and Grow, Risk Takers, Willing to Disciple

Community – Disassociated, Busy, Educated/Uneducated, Eager to be Loved/Understood, Multi-generational, Searching for Purpose/Answers, Requiring Respect/Stability/Truth, Cautious, Insecure, Equal.

Brand Identity Questions or Logo Requests

If you have questions regarding usage of the brand developed for New Life Ministries, need communication pieces approved or request an approved logo, please contact Brian Bibler at 816.220.0902 or brian@nuance-marketing.com