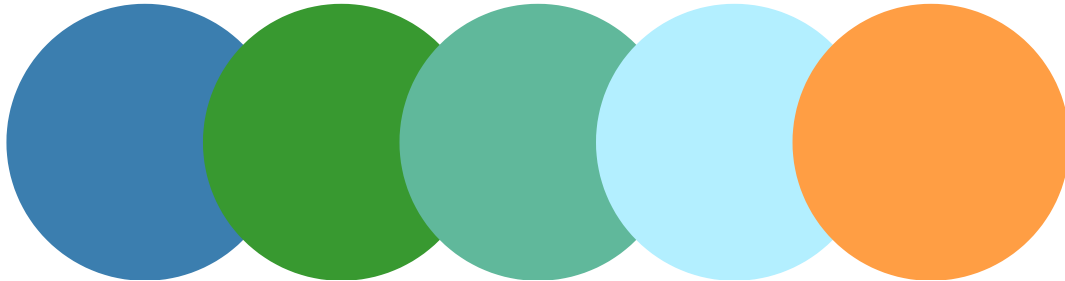


Compass Kids

COLOR PALETTE



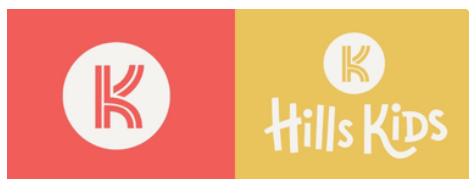
BRAND CONCEPT

Compass Kids represents the journey of learning to navigate life with God. Rooted in Nall Avenue Church's identity as a family on a Spirit-led journey to wholeness in Christ, the brand should communicate discovery, adventure, belonging, joy, and direction while remaining grounded in Scripture and welcoming to children and families.

CLASSROOM NAMES:

BASECAMP: Infants — Where little journeys begin. **EXPLORERS:** Toddlers — Discovering God and His world. **ADVENTURERS:** Preschool — Growing in faith and courage. **PATHFINDERS:** Pre-K & Kindergarten — Learning to follow God's path. **NAVIGATORS:** Elementary — Learning to navigate life with God.

LOGO CONCEPTS



I LIKE HOW THESE HAVE THE EXPANDED
LOGO AND THE COMPRESSED LOGO
ALL OF THEM RECOGNIZABLE



REALLY LIKE THE COMPASS
ELEMENT - TOO CLEAN LOOKING



PERSONAL FAVE



DONT LIKE THE
SILLINESS
OF THE FONT

Compass Kids

WORDS TO DESCRIBE

Welcoming • Adventurous • Joyful • Intentional • Modern • Grounded

Maps, compass, topography, Tools used for a journey, navigation etc.

TRYING TO AVOID

Not overly childish, cartoonish, or generic
Themes like nature/woodland or Ocean sailboats etc.
nothing overly modern “clean look” but also not chaotic.

HOW WE WOULD LIKE TO USE THIS BRAND KIT

Logo Applications

- Main logo
- Simplified brand mark/stamp
- T-shirts
- Wall murals
- Volunteer name tags
- Newsletters
- Promotional materials
- Signage

Signage ideas I have had



shirts/nametag ideas



Mural/wall art inspo



