



# Church Design Tricks for Non-Designers

by Fruitful Design

## 1. Invest in a solid brand

You don't need to hire a professional for every sermon graphic or handout – but we would recommend investing in a solid logo and easy-to-follow brand guideline booklet ASAP. With a solid brand as your foundation – it will be much easier to build additional graphics for your church that look clear and cohesive.

## 2. Rely on easy-to-use tools:

- **CANVA:**  
Make simple graphics from the comfort of your own phone.
- **SQUARESPACE:**  
Simple, yet beautiful website builder.
- **UNSPLASH:**  
Free stock photos that actually look good.
- **LIGHTSTOCK:**  
Christian stock photos that actually look good.
- **LIFE CHURCH OPEN NETWORK:**  
Life Church gives away all of their old design files after use! So cool.
- **MAILCHIMP:**  
Like squarespace – but for emails.

## 3. Keep it simple

When in doubt – do without. Don't be afraid of negative space, simple fonts, and fewer colors. Some of the most premium brands have very simple design aesthetics – which actually makes them look classier, not cheaper.

## 4. Build a team

There's a good chance that there may be people in your church and community that are more creative than you. Quite often, these creatives are more than eager to lend their talents to the church.

## 5. Prioritize

Although everything on your church calendar may seem equally important – the reality is, some things have a higher priority. Take a step back and assess the 2-3 most visible, "Tier 1" events or campaigns for the year. Easter? Christmas? Capital campaign? New campus? Focus your design and communication resources on the most important things.

## 6. Staff vs. contractors

Many churches think they need a full-time communications director that takes a salary, benefits etc. However, hiring an outside firm or contractor to assist in ongoing design needs can bring some innovative outside talent and strategy into your church, at the fraction of the cost of a full-time hire.