

Hamilton Mennonite Church

Branding

- process needs to be participatory and include feedback mechanisms
- needs an easy-to-recognize visual identity that reflects the contemporary urban membership
- the identity must express diversity and inclusiveness

Communication pieces and website

- develop communication pieces: stationery, welcome brochure and bulletin cover
- develop website to welcome guests and answer questions, include a members' private area, events calendar and on-line donating
- let images of church membership and services tell the story
- build the website so church members can maintain it



Hamilton Mennonite Church

The Hamilton Mennonite Church is a community with a dedicated membership and a focus on participation in social justice. They need a new visual identity that suits its contemporary urban membership and an inclusive, participatory review process for members.

Electra accommodates the group with a review process open to all church members and develops a brand that acknowledges the past, and shows the church's new role 'stitching together' the multicultural community. The new identity is clearly the congregation's favourite.

