



Brand Design

Kings at Home

~

King's Community Norwich is a large vibrant church based in the heart of the city, but also meets in other locations around the city reaching into local communities.

During Lockdown the restrictions changed how they do things. New doors to serving the city opened up, and all their Sunday services moved to youtube.

They required a logo to use specifically during this time. A logo that felt more personal, and less corporate.

They also wanted the logo to represent how the church were to receive from each other, but also

to give, both within church and to the community around them.

The final logo features a hand-drawn illustration and hand-lettered type, to give it a personal and friendly tone, while maintaining the existing purple of their main logo and incorporating the typeface they already use.

A custom font was also made, and the logo has been used on food parcels, postcards of encouragement, across the youtube channel and paired with existing logos for the different areas of church life.



King's at
HOME

THE **LIGHT** SHINES
IN THE DARKNESS,
AND THE DARKNESS
HAS NOT OVERCOME IT

THE BIBLE John 1:5



**You don't need us to tell you that
we are living in very uncertain times...**

It might be uncertainty around work, health, family or the future. I wonder what it is for you?
The questions that circulate in our heads around these things can make us feel like there isn't
much hope or light in the world.

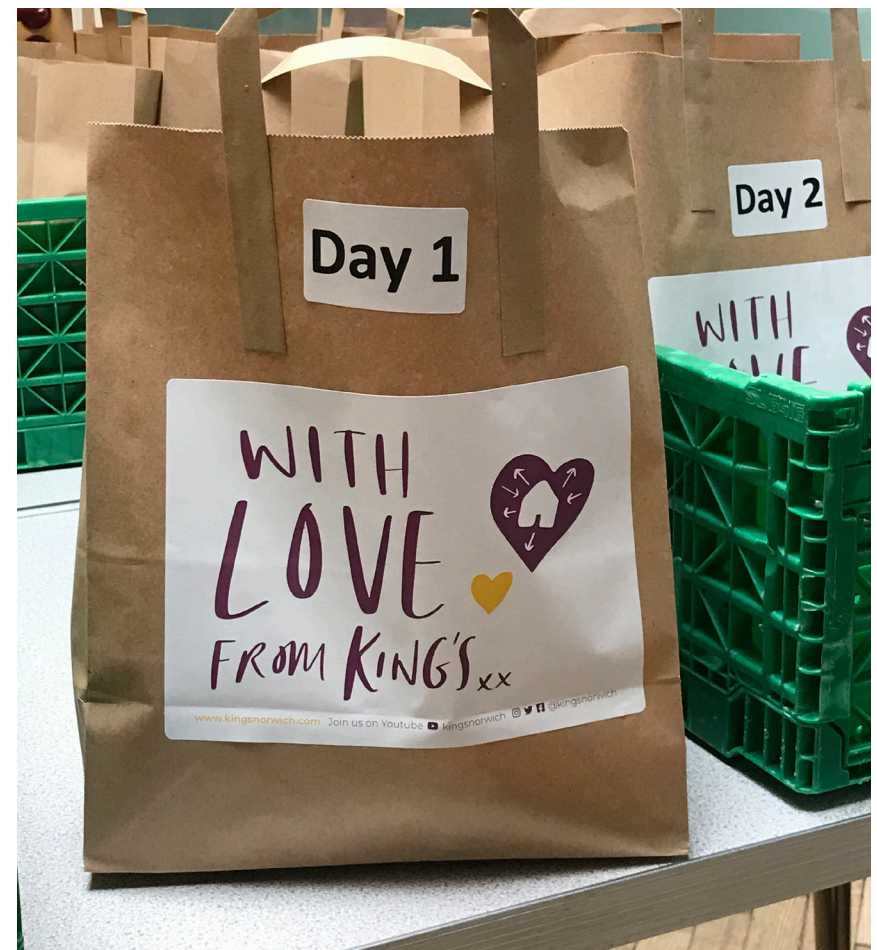
As Christians, we believe that Jesus is the light of the world and that during great uncertainty he
shines the light of his love, kindness and hope into our lives. Jesus came into the world to live, die
and rise again so that we might be able to experience this indescribable hope.

If you want to find out more about how this hope can be yours go to www.kingsnorwich.com/hope

www.kingsnorwich.com

Join us on Youtube [kingsnorwich](https://www.youtube.com/kingsnorwich)

[@kingsnorwich](https://www.instagram.com/kingsnorwich)



 SUNDAYS

 WORSHIP
from King's

 DAILY
from King's

BABY &
TODDLERS  HOME

KING'S
KIDS  HOME

 Radiate  HOME

 STORIES  HOME

AABBC C DDEEFF GGH I I J J K K L L M M

N N O O P P Q Q R R S S T T U U V V V W W

X X Y Y Z Z 1 2 3 4 5 6 7 8 9 0 ! ? / " : ; . , - ()

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

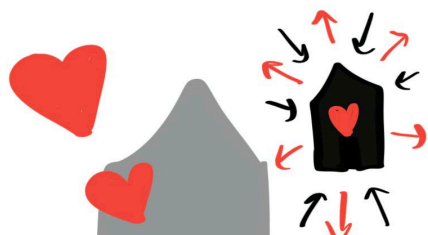
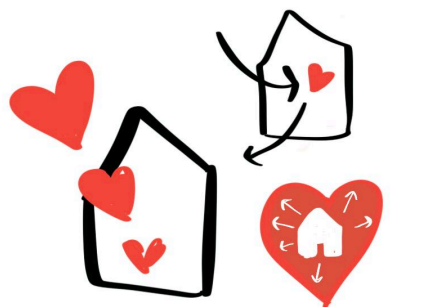
HOME

HOME

HOME

HOME

HOME



could also be wifi like?



Sketchnotes

Avoiding Death by PowerPoint

~

This sketchnote was made for a training package on how to give good and engaging talks.

It is based on a youtube talk.

The sketchnote has been broken down into the key points – creating a quick and easy to use guide that fits on one sheet of A4.

HOW TO AVOID DEATH BY POWERPOINT

A QUICK GUIDE

1 MESSAGE
PER SLIDE



1 + 1 = 0
TALKING READING REMEMBERING

AVOID SENTENCES ON
YOUR SLIDE IF YOU
ARE TALKING

Size

MAKE THE MOST
IMPORTANT THING

BIG!

CONTRAST

PULL OUT KEY INFO
IN A LIST/TABLE
TO GUIDE PEOPLE

GO DARK

THE FOCUS SHOULD
BE ON you NOT YOUR
BRIGHT **WHITE** SLIDE

6 OBJECTS
PER SLIDE.

500% MORE ENERGY
IS NEEDED TO UNDERSTAND
MORE → PEOPLE SWITCH OFF!

YES YOU MIGHT
NEED MORE SLIDES.
THAT'S OKAY!

ILLUSTRATED BY ASHLEY DREW

ADAPTED FROM HOW TO AVOID
DEATH BY POWERPOINT BY DAVID JP PHILIPS

POWER POINT

Why do they look why the way they do?

WHY ARE
POWERPOINTS SO
BAD!?!/

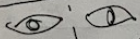
70% of what said gone in 30 seconds.

"If companies would have as little respect for business as they have for presentations the majority would go bankrupt. - Dr John Medina"

AVOIDING DEATH BY POWERPOINT.

avoid sentences if speaking at the same time.

1 MESSAGE per slide

 DON'T split their attention.

1 # 1 = 0
talking words

Powerpoint shouldn't be your notes! Don't just read the slide!
SHORT TEXT + IMAGE

SIZE

70% on headline

MOVING OBJECTS
SIGNAL COLOURS - red orange yellow
CONTRAST RICH.
+ BIG objects

Why is the headline (less important!) bigger than the content? (more important)
MOST IMPORTANT BIGGEST

CONTRAST

Follow the white - the brightest.

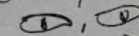
GUIDE PEOPLE!

Show them what to focus on!

AVOIDING DEATH BY POWER POINT

1 AGUIDE

1 MESSAGE PER SLIDE

 DON'T SPLIT ATTENTION.

1 + 1 = 0
talking reading.

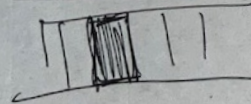
avoid sentences on your slide if you are talking at the same time.

SIZE

most important things should be biggest
(hint: the title is read never the important thing)

CONTRAST

Pull out information guide people.



GO DARK.

focus on you. not the slide.

Objects

500% more energy to understand more.
people switch off!

yes you might need more photos!

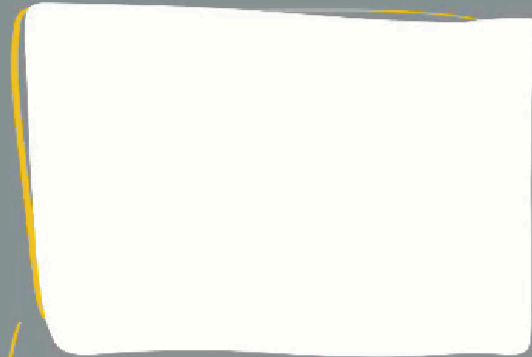
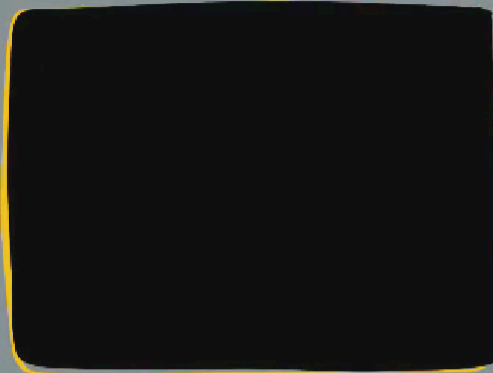
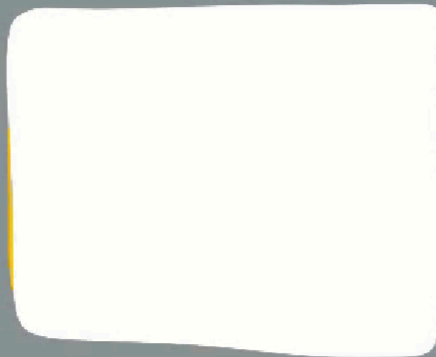
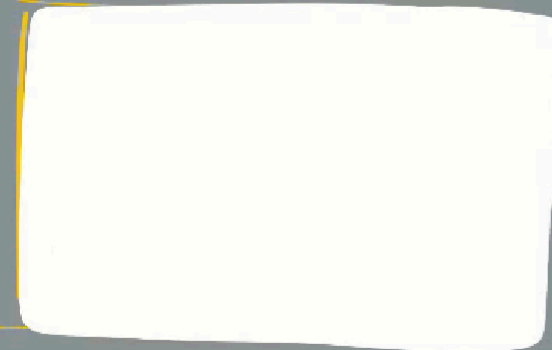
HOW TO AVOID DEATH BY POWERPOINT

1 MESSAGE
PER SLIDE



$$1 + 1 = 0$$

TAL



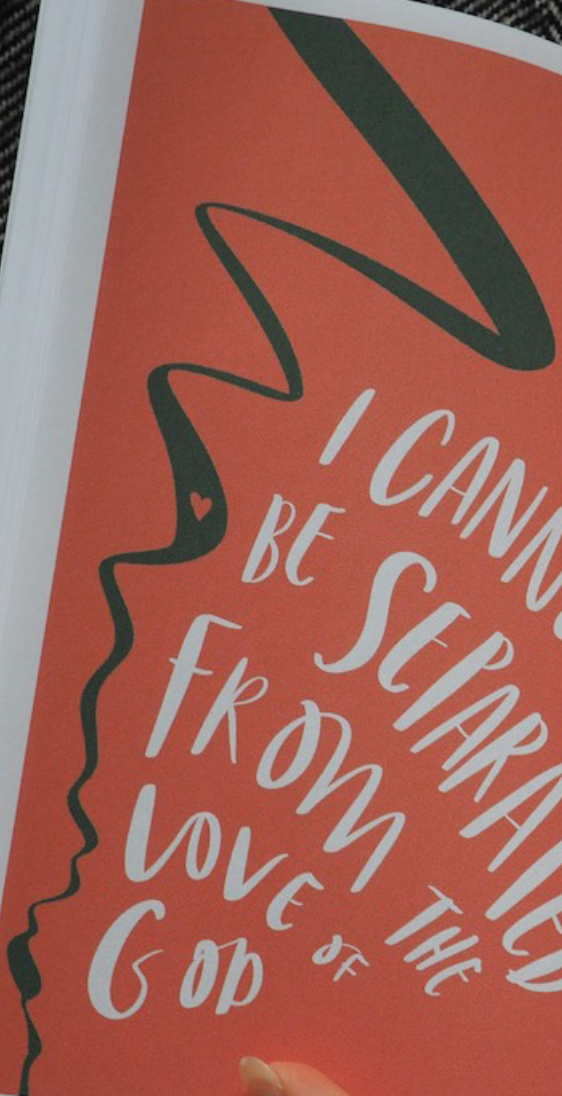
Book/Illustration

Little book of big promises

~

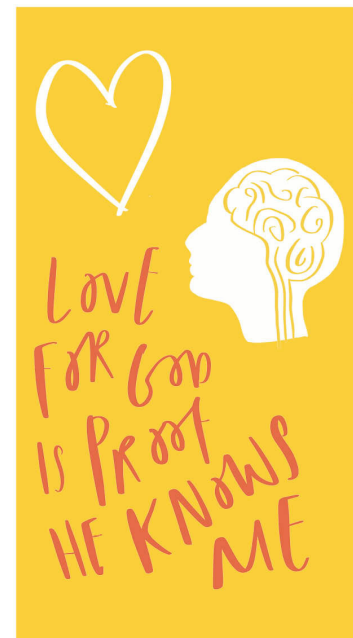
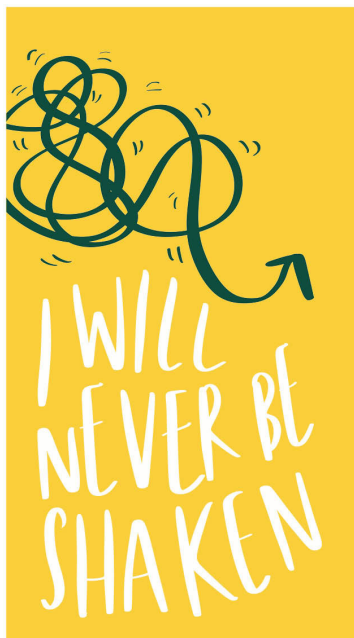
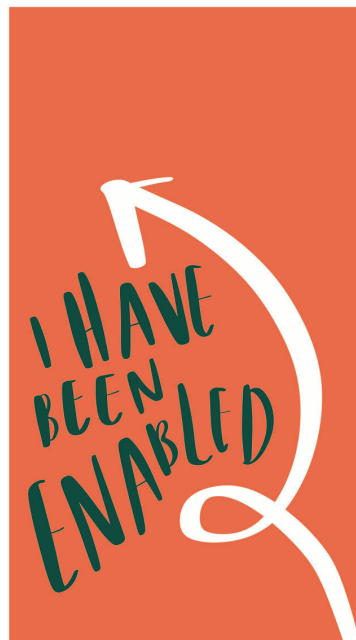
This little book started out as a small personal project. It began as a handful of illustrations and a few scribbled verses.

But it ended up being a self published book with over 80 illustrations and I have sold over 90 copies.



I CANNOT
BE SEPARATED
FROM
LOVE OF
GOD OF THE

For I am convinced that neither death nor life, neither
angels nor demons, neither the present nor the future,
nor any powers, neither height nor depth, nor anything
else in all creation, will be able to separate us from the
love of God that is in Christ Jesus our Lord.
Romans 8:38-39 (NIV)



Video/Illustration

Psalms 100

~

This is an animated illustration
designed for engaging children
with the Bible over zoom.



PSALM 100

INTERNATIONAL CHILDREN'S BIBLE
ILLUSTRATED BY ASHLEY DREW

SHOUT!



serve
the Lord with



He made us



We
belong
to
him

KNOW

We are his people



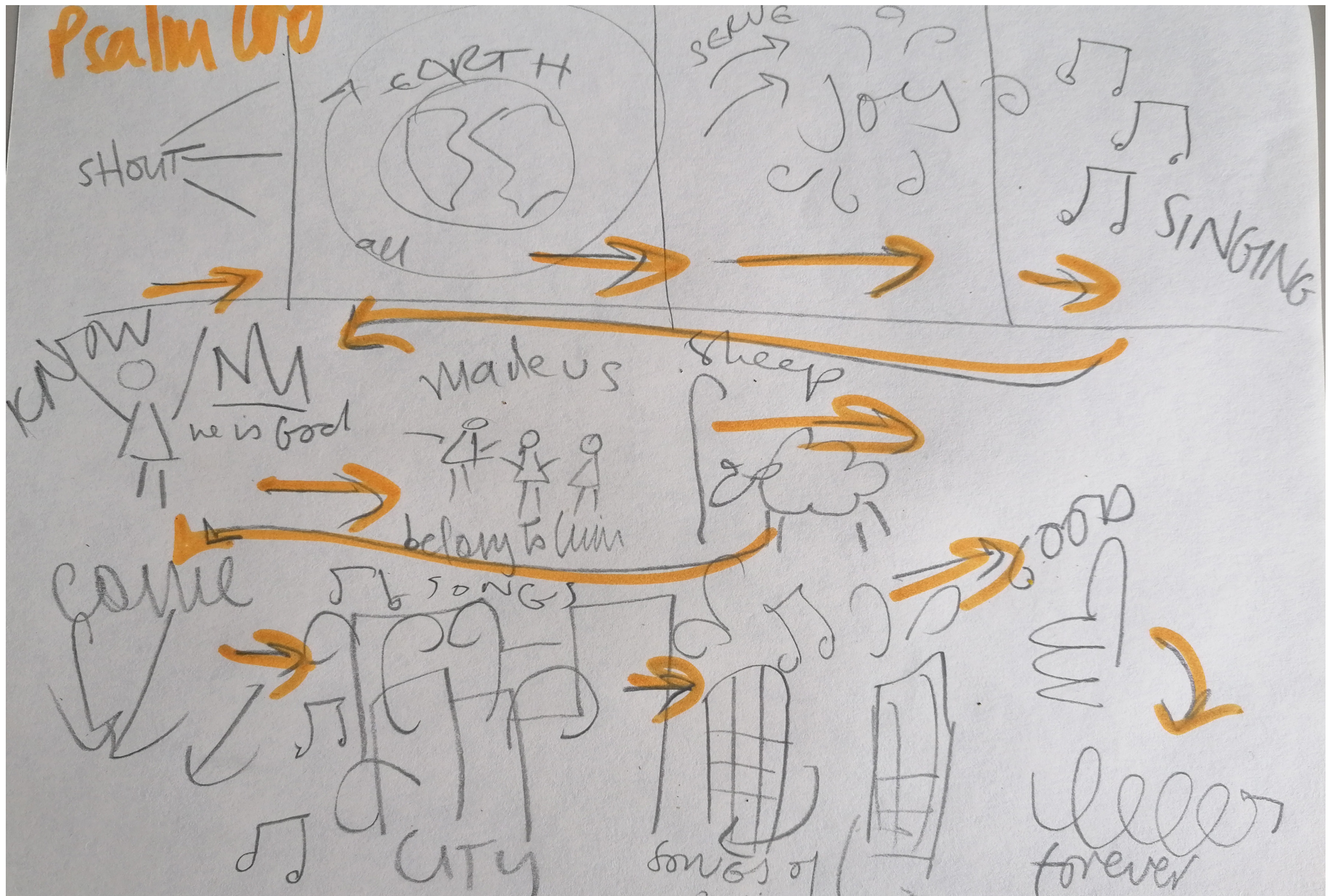
Praise



Thank
him!



Psalm 100



Book/Illustration Connected

~

I worked with Anna Goodman on her 2nd book. It contains over 150 illustrations, as every spread has an illustration on the left, and one complete story/point on the right hand-side.

The illustrations complement and bring the written words to life. Anna's heart for the book was to make it accessible to people who don't like reading, or struggle with wading through the often big hefty academic feeling Christian books.

I also formatted and designed the internal layout, and worked with two other designers to design the front cover (Daniel Goodman and Dan Gould).

What was said about the book,
"Connected: God's quiet voice in a world that shouts, is an absolute joy to read. It is beautiful and profound - a feast for your eyes as well as your soul. I found myself regularly nudging my husband to show him images and sentences as I read - this is a book you will want to share as soon as you pick it up."
- Katia Adams

Using a unique combination of real-life stories, Biblical principles and engaging illustrations, this book will inspire and equip you to recognise and respond to God's voice in your everyday life.

"Imagine an undistracted people who, through genuine relationship, are ready to recognize and respond to their Heavenly Father's voice wherever they go. That's what the world needs right now. Anna's fresh and engaging book will help equip you to listen to and learn how God speaks in everyday life so that you can reach the world around you. It is a delightful and distinctive read and I trust and pray that God will use it powerfully to serve the church."

Dutch Sheets

Internationally recognized author, teacher, and conference speaker.



Anna Goodman was born in Honduras and now lives in Cambridge, UK. She has a PhD in neuroscience and loves teaching through story-telling.



9781716932632

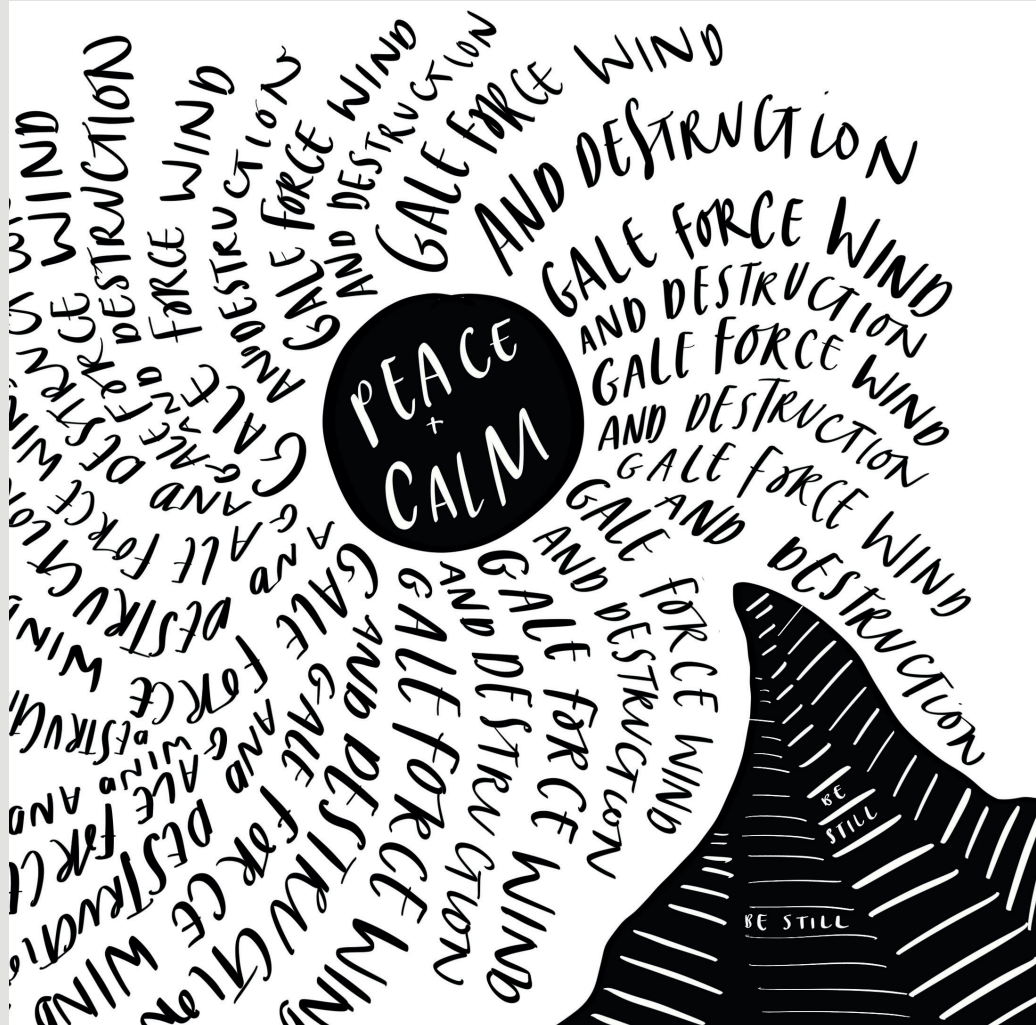
CONNECTED



ANNA GOODMAN



ANNA GOODMAN
ILLUSTRATED BY ASHLEY DREWS



BE STILL

QUIET HEARTS HEAR GOD

*"But I have calmed and
quieted myself"*

Psalm 131:2

My two sons are more like lion cubs – they constantly roll around on top of one another. They also don't have a volume dial – either they're asleep or they're roaring. I remember one morning being in my kitchen whilst every pot and pan was being drummed on when I felt God speak into my heart, *"Be still."*

My 'holy' response was to complain: 'What an unfair thing to ask of me! Couldn't God see what I was dealing with?' (At that precise moment I was trying to prevent my cat from being forced into the washing machine.) How I longed to sit in a dark corner somewhere in stillness!

But then a quiet reply entered my mind,
*"The kind of stillness I need you to learn
is in your heart"*

Then I remembered something. In my childhood, I lived in the West Indies¹ and during the summer months we'd often get hurricane warnings. I felt God reminded me about this in order to show me something. The outside of a hurricane is where all of the gale force winds are that cause destruction.² However in the centre, or eye, of the storm there is peace and quiet.

The winds of life will blow at different strengths at different times in our life. We won't always be able to change that. But what we can do is to learn how to regularly enter into the calm and peace of God's presence, intentionally stilling our hearts before Him.

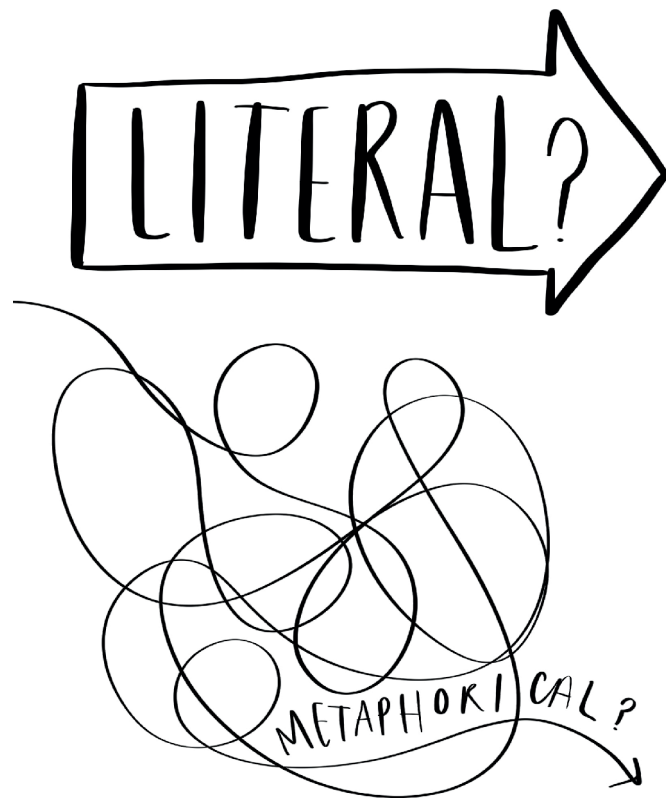
Even in a storm you can choose to be still.

IDEA – DO

Spend 20 minutes intentionally
trying to quieten your heart.

¹ My father was a tropical forest consultant. His work meant we lived in Honduras, Nepal, Belgium, Barbados and Great Britain.

² Not unlike my children



LITERAL OR METAPHORICAL?

SOMETIMES GOD SPEAKS IN SYMBOLIC WAYS

"His disciples asked him what this parable meant."

Luke 8:9

My youngest son, Rafe, is currently going through a phase where it's very important to him that you mean exactly what you say. If you say you'll be with him *"in a minute"*, he'll set a timer on his watch for 60 seconds and will expect you to be there when the timer goes off. He takes everything you say very literally.

But often what we say is descriptive, not literal.

Jesus spoke to people a lot through parables. Part of the process of understanding what God is saying is to work out whether what He's sharing with you is literal or metaphorical.

Imagine a lion popped into your head. What does it mean? My first place to go to would be the Bible. God is described as the lion of Judah.¹ Is that what God wants to talk about? But who else is described like a lion in the Bible? The devil. *"Your enemy prowls around you like a roaring lion."*² That's a very different meaning. Or maybe God wants to talk about something you associate a lion with – courage? Safaris? The England national football team? Or maybe it's about a memory you have.³

IDEA – THINK

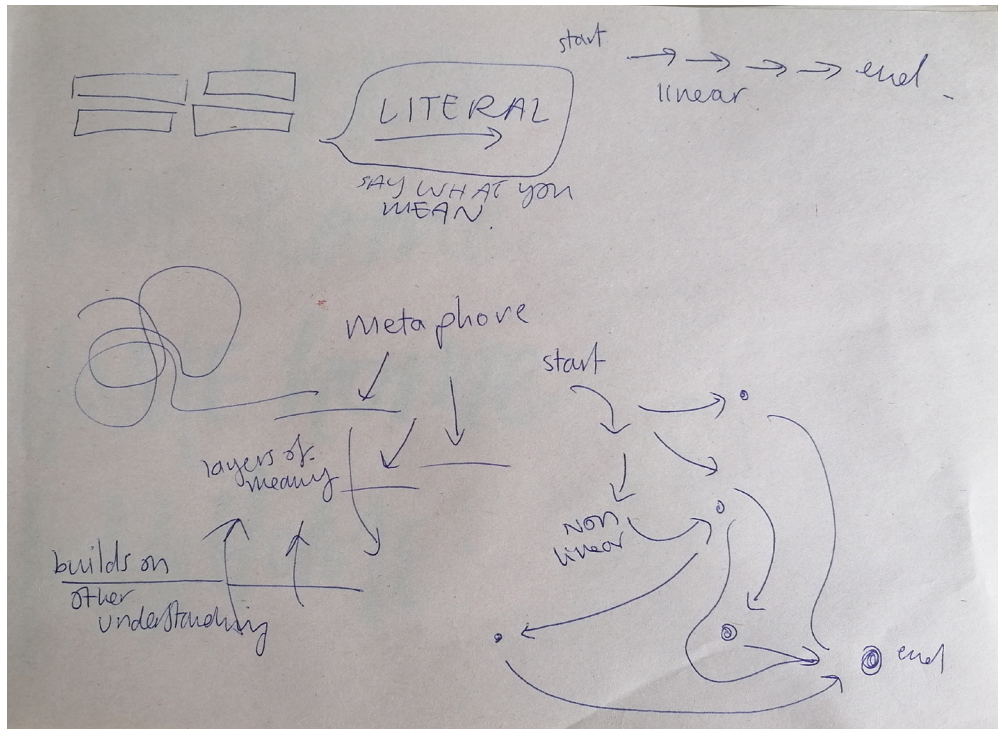
Has God ever spoken to you in a symbolic or parabolic way?

¹ Have a look in Revelation 5:5

² See 1 Peter 5:8

³ Here's another example: supposing a pair of welly boots came into my mind. I have two pairs of wellies – a bright pink pair and a khaki green pair. The pink ones are waterproof, but the green pair leak and give me soggy socks. It would therefore be worth me asking God questions in order to understand what He was trying to say.

"Which pair is relevant, the waterproof pair or the leaking pair? Is the colour important and symbolic? Or are you wanting to say something about the brand name of the wellies, 'Hunter'?"

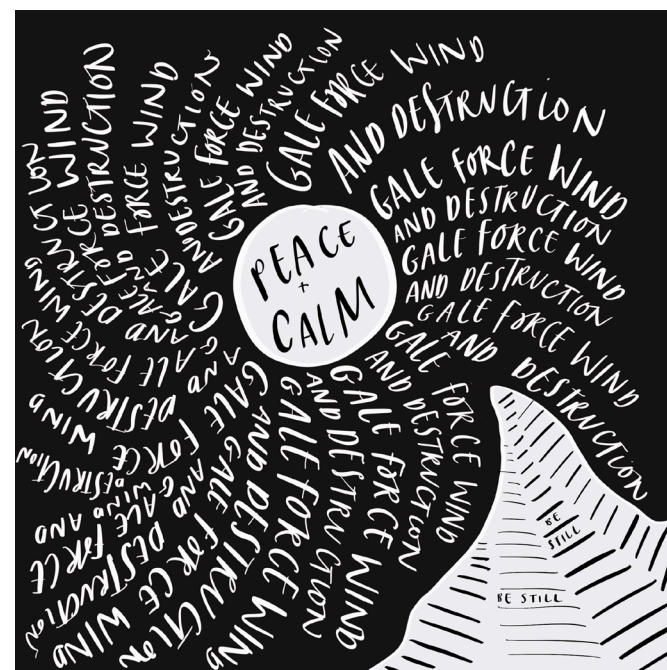
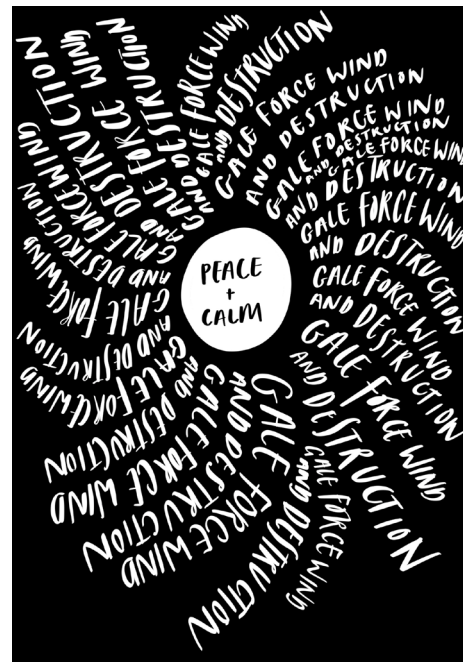
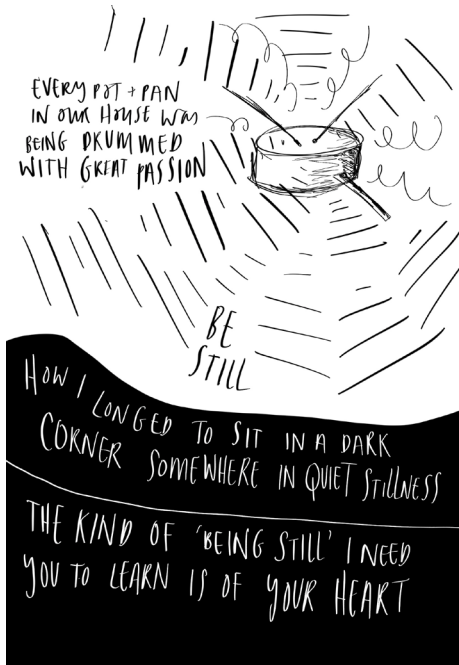


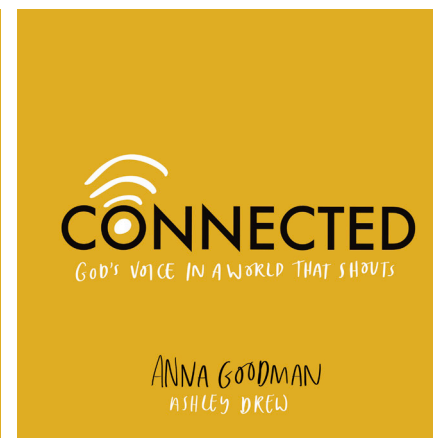
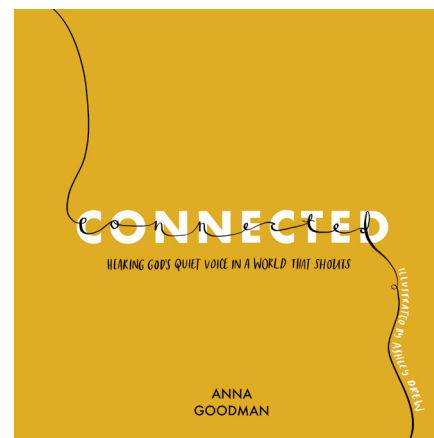
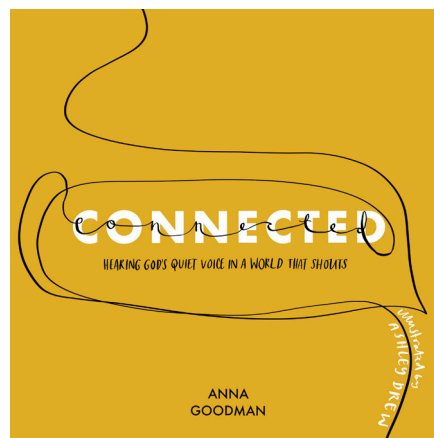
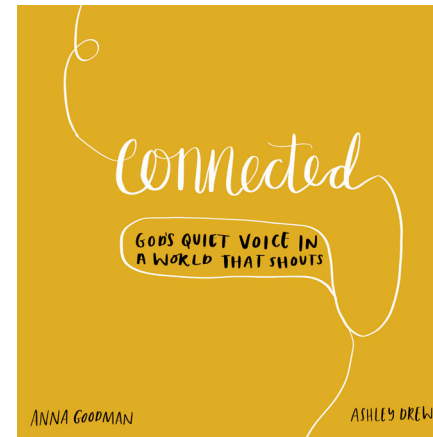
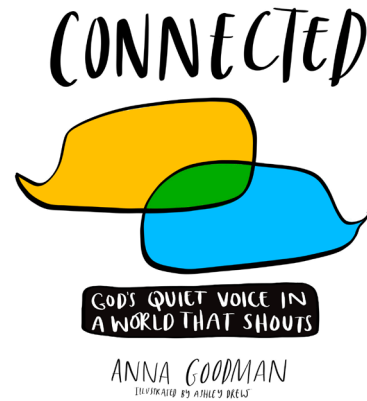
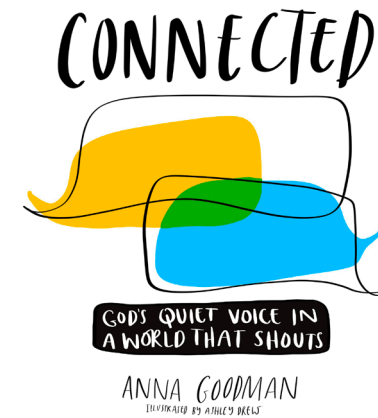
BE STILL BEFORE THE LORD

psalm 37:7



I LONGED
TO SIT IN A
DARK CORNER
SOMEWHERE IN
QUIET STILLNESS





Infographic

CRM systems

~

Infographic that explains the benefits of having a good customer management system. To act not only as information and a guide but also as a piece of marketing.

The design had to combine: steps to take, data backing up the points and advice.

DATA MANAGEMENT

ARE YOU WORKING WITH CLEAN AND UP-TO DATE DATA?

1

Where is your Data?

Find out where your data currently resides - as paper documents in files, on spreadsheets, on other PCs, on servers.



2

Data Audit.

Clean your Data for GDPR compliance so you are not talking to the wrong customers at the wrong time and help Marketing target the right customers.



*Forrester and Marketing Evolution

3

Profile and analyse your Data.

Do an 80/20 profile analysis by value so you can see who your best paying customers are.

80/20

Analyse geography, behaviour, demographics and lifestyle and segment your data further to provide detailed insights.

4

Manage your Data.

via a customised CRM so information can be shared across the business.



Enhance your data by talking to your customers and create a positive relationship which in turn will deliver a superior Customer Experience. Get buy in from all stakeholders who will use the CRM.

5

Create Loyalty.

Create Long Life Time Value (LTV) by retaining your customers.

This in turn will generate referrals.



*Bain and Co

6

Maintain your Data.

Regularly maintain your Customer Data and stay ahead of your competition because they are probably not doing this.



*Salesforce

YOUR DATA IS YOUR MOST VALUABLE ASSET.

IT WILL DELIVER INSIGHTS FOR SALES, MARKETING (E.G TARGETING, WEBSITE, CONTENT, SEO)

DATA MANAGEMENT

ARE YOU WORKING WITH CLEAN AND UP-TO DATE DATA?

1

Where is your Data?

Find out where your data currently resides - as paper documents in files, on spreadsheets, on other PCs, on servers.



2

Data Audit.

Clean your Data for GDPR compliance so you are not talking to the wrong customers at the wrong time and help Marketing target the right customers.



*Forrester and Marketing Evolution

3

Profile and analyse your Data.

Do an 80/20 profile analysis by value so you can see who your best paying customers are.

80/20

Analyse geography, behaviour, demographics and lifestyle and segment your data further to provide detailed insights.

4

Manage your Data.

via a customised CRM so information can be shared across the business.



Enhance your data by talking to your customers and create a positive relationship which in turn will deliver a superior Customer Experience.

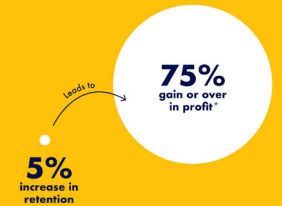
Get buy in from all stakeholders who will use the CRM.

5

Create Loyalty.

Create Long Life Time Value (LTV) by retaining your customers.

This in turn will generate referrals.



*Bain and Co

6

Maintain your Data.

Regularly maintain your Customer Data and stay ahead of your competition because they are probably not doing this.



*Salesforce

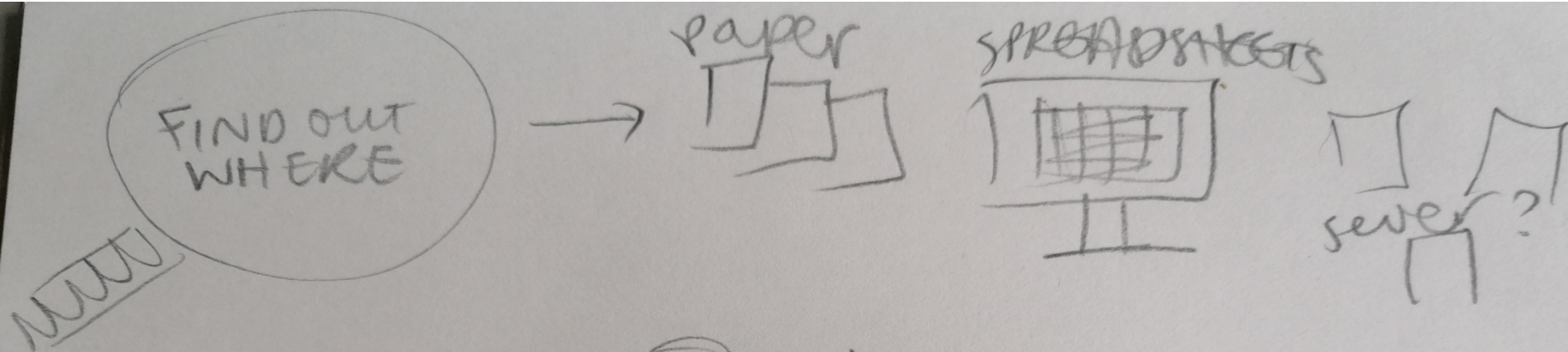
YOUR DATA IS YOUR MOST VALUABLE ASSET.

IT WILL DELIVER INSIGHTS FOR SALES, MARKETING (E.G TARGETING, WEBSITE, CONTENT, SEO)

Jamie Allan

DATA DRIVEN TARGETING/CRM SPECIALIST
Profit from your Customer data

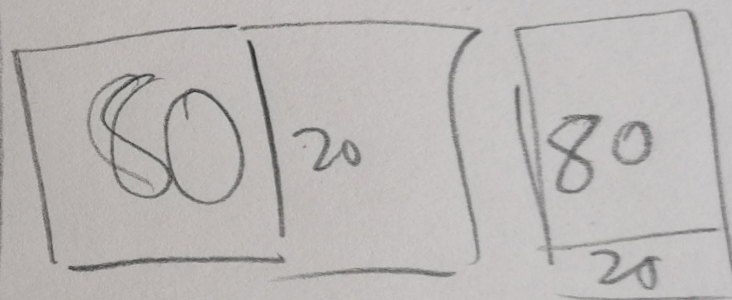
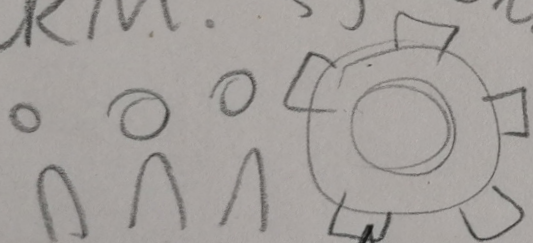
07786 228553
jajamieallan.com
www.jamieallan.com



DATA AUDIT.

21% budgets wasted

USE CRM. SYSTEM.



ANALYSIS.

Maintain

91 incomplete 70 goes bad.

loyal.

♡ → 75%.

little = a lot!

DATA IS MOST VALUABLE ASSET

PowerPoint Slides

Leadership

~

These slides were designed for a conference for leaders. These slides were designed for a talk was about how to raise up and encourage younger/less experienced leaders.

DEVELOPING LEADERS

TOGETHER

WHY?

WHY? WHO? HOW?

TOGETHER

● ● ●
3 x NEED

WHY? WHO? HOW?

TOGETHER

LEADERS
RAISE UP
LEADERS

WHY? WHO? HOW?

TOGETHER

TOLD TO
2 Tim 2:2

WHY? WHO? HOW?

TOGETHER

WHO?

WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



TOGETHER

HOW?

WHY? WHO? HOW?

TOGETHER



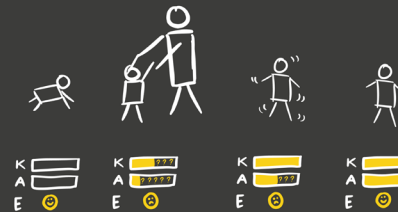
WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER



WHY? WHO? HOW?

TOGETHER