

ATHENS CHURCH

**BUILDING
COMMUNITY
WITHOUT
COMPLICATIONS**

**amen
able**



WHO THEY ARE

After officially launching in 2016, Athens Church had grown and established itself as a thriving community of believers. It occupied a clear space in the city, but it had yet to develop a recognizable visual identity. That's where we came in, as we developed a consistent brand that encapsulated the vision of the church.


ATHENS CHURCH WAS PLANTED IN COLUMBUS, INDIANA, TO LIVE OUT A SPECIFIC MISSION—TO SEE A PEOPLE, CITY, AND WORLD AWAKENED TO THE GLORY OF GOD.

Since their official launch, Athens has grown and established itself as a gospel-centered community. They do this by meeting regularly on Sundays, gathering together throughout the week, and providing various ministry opportunities. By consistently partnering with those in need, Athens is committed to making a difference in their city and in the lives of their members.

THE CHALLENGE

Columbus, Indiana, has no shortage of churches, but there were few churches with a mission quite like Athens. The church needed to make their mission clear—they stick firmly to scripture, advocate for their community, and glorify God in everything.

While the church had a logo before we came on board, they lacked a defined brand with consistent messaging and design. They knew, in order to communicate their values, they needed to take a fresh look at their logo and supporting brand documents.

A woman with blonde hair, wearing a black quilted jacket over a white t-shirt and dark pants, is walking from left to right. In the foreground on the right, a man wearing a blue quilted jacket and jeans is walking from right to left, holding a white coffee cup. The background is a dark wall with white text. The scene is lit with warm, golden light, suggesting an indoor setting with large windows.

A people, city, and world
awakened to the glory of God.

How we partnered together

After evaluating the brand value of Athens' logo, our team determined that a logo refresh, rather than a rebrand, would strategically maintain trust while improving logo usability and visual balance. To guide the church's execution of the brand, our team developed an engaging editorial style guide filled with visuals, helpful tips, and practical examples. In collaboration with the staff team, we implemented the brand across an app, marketing tools, digital communication, social media strategy and graphics, signage, environmental design, collateral, and print resources.

Branding & Implementation

After establishing that the church's current logo was viable, our team began identifying ways to refresh the logo so that it would be more widely usable and visually balanced. Specifically, we selected a distinctive brand typeface, developed an icon system, a dynamic color palette, and design language.

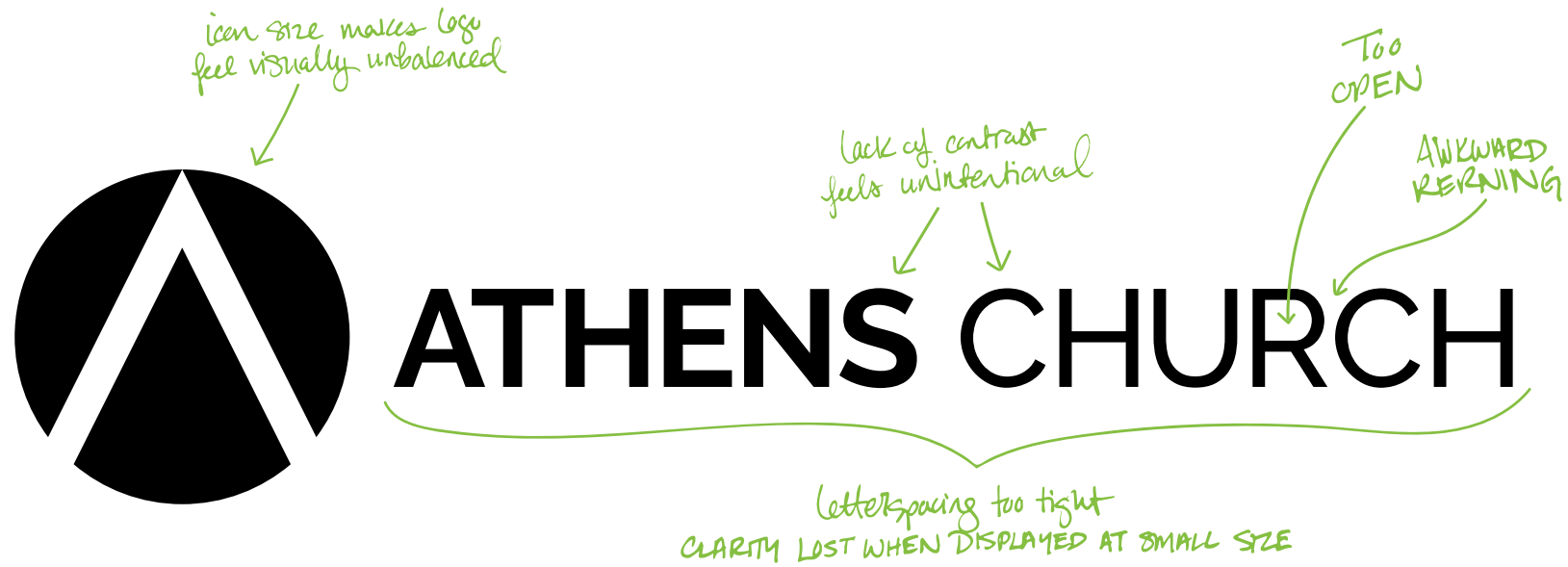
Because Athens Church is small with limited resources, our goal was to create a brand around the logo, which would be easily implementable for staff and volunteers, regardless of how confident they were in their communication skills. To guide Athens' execution of the new brand, our team developed a brand and editorial style guide, which we supported with a variety of supplemental assets.

Using the refreshed brand and brand guide, we developed brand assets like letterhead, envelopes, notecards, name tags, Google templates, and business cards. Alongside the church's branding, we worked on its implementation across special initiatives like a year-long Bible reading plan and Day of Renewal guide. We also incorporated the brand into ongoing church communications and resources like the Membership Class Guide or Baptism Class Guide.



ATHENS CHURCH

ORIGINAL LOGO



REFRESHED LOGO



Brand Guide

ATHENS CHURCH

God has planted Athens Church in Columbus, Indiana, to live out a specific mission—to see a people, city, and world awakened to the glory of God. It's a big vision. And figuring out how to communicate that mission to our people and community can feel overwhelming.

While it's natural to look to other churches for direction, this approach puts spoken and unspoken pressure on us to keep up. The constant production and demands not only exhausts us, but most notably, it produces communication clutter which prevents us from effectively propelling the gospel to those in and around Athens Church.

We encourage you to look to others for inspiration, but recognize the unique context of ministry that God has for Athens Church. What works well for another church won't necessarily work well for us. Context is everything—a mom in an urban hub experiences and sees the world differently than a mom in a small town. When we ignore the unique context of our people, our communication suffers. When our goal becomes replicating others, our communication suffers. When we seek to have the best communication strategy, graphics, or social media engagement, our communication suffers. No matter how great our communications may look, if we aren't focused on building trust, we'll never authentically connect.

ATHENS CHURCH BRAND GUIDE 7

Files & Lock-ups

Separate components of the full logo are available in the logo files. These files should be used for average purposes such as building interest, starting conversation, and more (e.g. in pieces like t-shirts or coffee mugs). The logo type may be clear on the front and the logomark on the back. These variations should not be used for reconstructing the look-up of the logo in a new way (lock-up refers to the way all the components fit together).

Different file types are available of all the logo, icons, and shape variations shown:

- EPS files should be used for professional printing (brochures, signs, mugs, etc.)
- JPG files should be used for simple printing projects (flyers, handouts, meeting notes, etc.) with white backgrounds. They have non-transparent (white) backgrounds.
- PNG files should be used for all digital projects (social media, website, Google docs, etc.). They have transparent backgrounds.

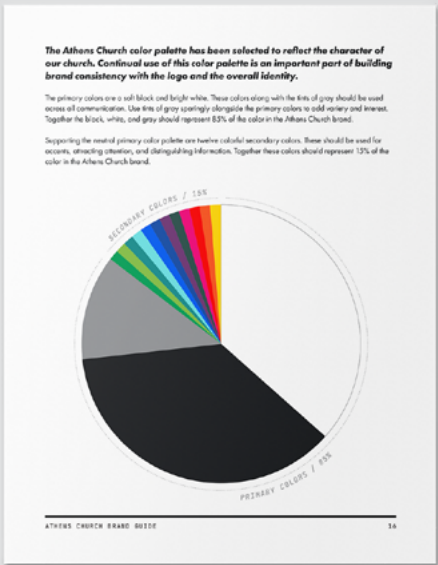
ATHENS CHURCH LOGOS

LOGO LOGOMARK TYPEMARK

ATHENS KIDS LOGOS

LOGO/LIME LOGO/TEAL LOGO/GREEN LOGO/BLACK

ATHENS CHURCH BRAND GUIDE 8



GRAY TINTS

GRAY: #E0E0E0, #D0D0D0, #C0C0C0, #B0B0B0, #A0A0A0, #909090, #808080, #707070, #606060, #505050, #404040, #303030, #202020, #101010, #000000

SECONDARY COLORS

BLUE: #4682B4, COBALT: #000080, PURPLE: #800080, PINE: #008000, GREEN: #3CB371, LIME: #9ACD32, TEAL: #208080, SKY: #4682B4, PINK: #FF69B4, RED: #FF0000, ORANGE: #FF8C00, YELLOW: #FFD700

ATHENS CHURCH BRAND GUIDE 10

Consistent use of signature typefaces is essential to creating a recognizable brand for Athens Church. The more consistently we use these brand fonts, the greater the community's familiarity will be with Athens Church.

The typeface was designed with the typefaces, Futura PT. This typeface family should be used for all external communications and design pieces. The secondary typeface is Jetbrains Mono. It should be used sparingly as an accent. In cases where Futura PT is unavailable, use Open Sans in Arial/Close and Nunito Sans in Google Workspace.

Futura PT and Jetbrains Mono can be downloaded from the Athens Church shared Google drive, Brand & Communications Resources.

PRIMARY TYPEFACE

Futura PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Futura PT Light Futura PT Demi Futura PT Bold
Futura PT Light Oblique Futura PT Demi Oblique Futura PT Bold Oblique

SECONDARY TYPEFACE

JETBRAINS MONO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ATHENS CHURCH BRAND GUIDE 11

ICONS

DIRECTIONAL ARROWS

← → ↖ ↗ ↘ ↙ ↕ ↻

SOCIAL MEDIA ICONS

Twitter Instagram Facebook YouTube Email
Share RSS @ Messenger Paper Plane

ATHENS CHURCH BRAND GUIDE 12

Editorial Style

Building a great brand that people trust and remember happens when we communicate in a consistent and clear style. While it may seem insignificant, being consistent in the ways we use, spell, abbreviate, and punctuate words makes a big difference in expressing our brand with authority.

ACRONYMS & CLEVER NAMES

Acronyms and clever names are the secret codes of ministry. They make insiders and outsiders. Good communications breaks down barriers to understanding so always avoid acronyms or clever names which frustrate, obscure, and confuse. Clear is always better than clever.

EMPHASIS

Never capitalize words for emphasis in your writing. If you need to emphasize something, make it bold or italic.

EXAMPLE

- Say *Yes*. Always be friendly.
- Not *Yes*. ALWAYS be friendly.

CAPITALIZATION

Our Name

Always capitalize the "A" and "C" in Athens Church.

EXAMPLE

- Athens Kids
- Connections
- Group Communities
- Music & JW
- Communications
- Global Missions
- Local Missions

CONTACT INFO

Email

When typing out the email of a person, always write in lowercase.

EXAMPLE

- Say *Yes*: ecolck@athenscolumbus.com
- Not *Yes*: ECOLCK@AthensColumbus.com

When sharing an email address with someone's contact information, write it with the same followed by the email. When appropriate, include a next step prompt.

EXAMPLE

- Say *Yes*: Question? Contact Emily Clark at ecolck@athenscolumbus.com.
- Not *Yes*: Email ecolck@athenscolumbus.com or Question? Email Emily Clark.

Headlines and Subheads

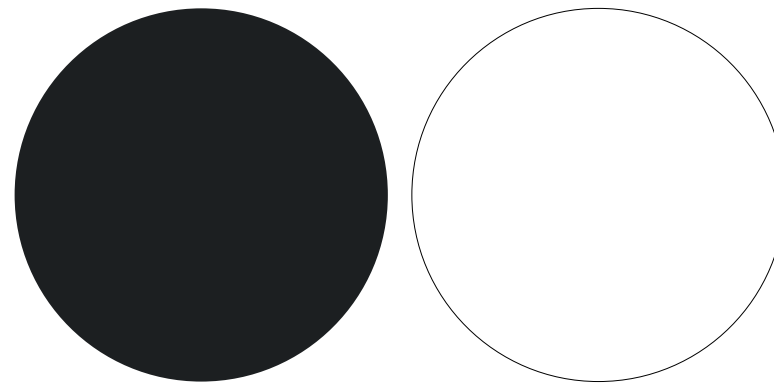
In files, use file case for all words except prepositions of four or fewer letters, conjunctions, and articles (e.g. Save the Date).

ATHENS CHURCH BRAND GUIDE 13

BRAND WORDS

Trustworthy
Simple
Kind
Honest
Clear
Warm
Friendly
Safe
Casual
Intentional
Calm
Happy

PRIMARY COLORS



SECONDARY COLORS



PRIMARY TYPEFACE

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT Light

Futura PT Light Oblique

Futura PT Book

Futura PT Book Oblique

Futura PT Medium

Futura PT Medium Oblique

Futura PT Demi

Futura PT Demi Oblique

Futura PT Heavy

Futura PT Heavy Oblique

Futura PT Bold

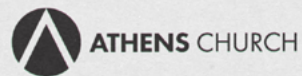
Futura PT Bold Oblique

SECONDARY TYPEFACE

JETBRAINS MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Intro to Covenant Membership



01 THE BASICS

Becoming a Covenant Member

Becoming a Covenant Member at Athens Church is a four-step process.

1. COVENANT MEMBERSHIP CLASS

As you think about making a decision to join the church, we offer a class that covers what it means to be a Covenant Member, as well as our DNA, basic beliefs, and theological distinctives. We want you to know exactly what it means to become a church member and what is required before asking you to make a decision.

2. MEMBERSHIP INTERVIEW

Following your Membership Class, you'll be invited to meet with an Athens leader for a membership interview. This is a time for us to get to know you, hear your story more personally, and answer any questions you may have about our membership covenant.

3. FINALIZING MEMBERSHIP & NEXT STEPS

Your membership interviewer will help you take any next steps to finalize your membership. For some, this may be signing your membership covenant and helping you take a next step in serving, community, and giving. For others, it may be walking with you through any additional requirements for membership, such as baptism.

Baptism is intended only for those who have professed faith in Jesus Christ and can give sufficient testimony to the basics of Christian beliefs. We baptize by immersion because it is not only the original significance of the word but also best symbolizes the reality to which baptism points—our death and resurrection in Christ.

If you have not been baptized following salvation, we ask you to take this step before becoming a Covenant Member. To help prepare you, we offer a Baptism Class. The class covers the biblical significance of baptism, frequently asked questions, and gives you an opportunity to share your testimony.

4. MEMBERSHIP VOWS

Following the completion of any remaining steps, we'll invite you to come up front on a Sunday morning, take our membership vows, and be welcomed by the congregation.

What is the church?

The church exists for the display of the glory of God because all things exist for His glory. Those of us who trust in and follow Jesus are caught up in something much bigger than ourselves. We have graciously been invited into God's redemptive purposes in the world.

Since the beginning, God has been creating and calling forth His people for the display of His glory in a grand narrative of redemption and reconciliation. Though creation now suffers the curse of Genesis 3, the gospel is the means by which the world is being made right. The gospel also carries with it the promise of ultimate renewal, a restoration even more glorious than Eden, and thus believers eagerly anticipate the return of Christ. The Church universal (i.e., all believers, everywhere) is the means by which God is fulfilling His purposes in the world (2 Corinthians 5:17-20). It is being used to write God's beautiful and dramatic story of redemption and reconciliation. In light of this reality, the opportunity to join a local church body (i.e., a particular group of believers in a particular locale) is much more than a commitment to consistent attendance or active involvement in community; it is also a sacred call to be involved in the redemptive work of our sovereign God to push back the darkness of a fallen world through the power of the Holy Spirit with the light of His Son, Jesus Christ.

The church is the gathering of the redeemed, the household of God (Ephesians 2:19), the bride of Christ (Revelation 21:2-9) and the body of Christ (1 Corinthians 12:12-31). 1 Corinthians 12 speaks of many members within the same body. Just as a human body relies upon mutual dependence of individual members for proper functioning, so the body of Christ requires sacrificial and responsible service by its individual members. As the Scripture says, "The eye cannot say to the hand, 'I have no need of you'" (1 Corinthians 12:21). Likewise, a member of the church cannot say to another member that he or she is unnecessary. We all have gifts that differ according to the gracious provision of the Holy Spirit (Romans 12:3-8). Contrary to the beliefs of our culture, we need each other.

Membership at Athens Church is participation in a family, a microcosm of the universal household of God. All members are united to Christ and thus to each other. Unity within the church is expressed in love for God and a love for others, both those within the family and those who are not. Because of the identification of Christ with His Church, Christians are expected to display His gospel in a manner which is worthy of Him (Ephesians 4:1).

What is a covenant?

A covenant is generally defined as "a written agreement or promise usually under seal between two or more parties especially for the performance of some action."

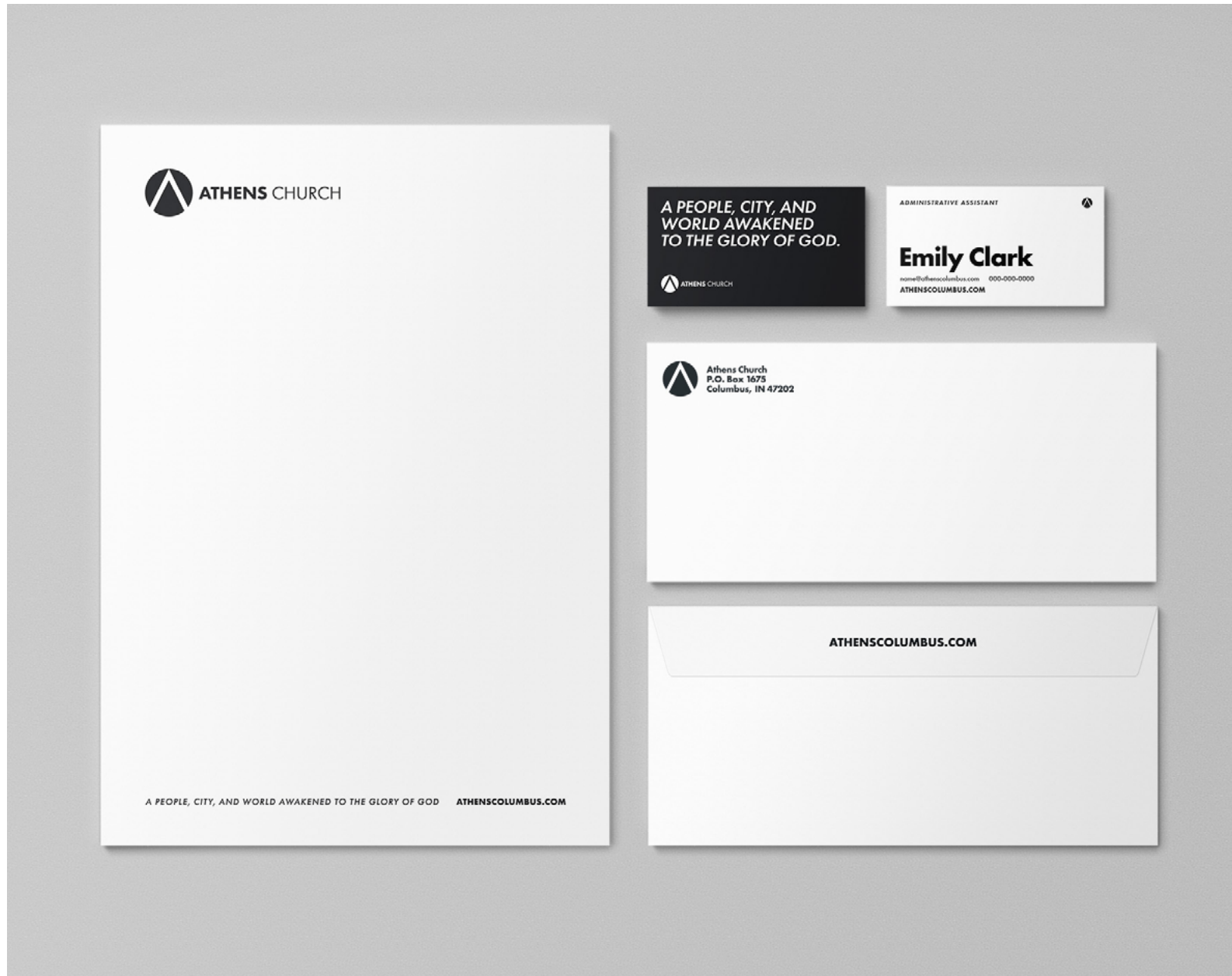
¹ Within the Scriptures, we find a number of examples of covenants, some between God and man (Genesis 6, 9, 15; Ezekiel 20; Hosea 2; Jeremiah 31; Matthew 26), while others are solely between men (1 Samuel 18, 2 Samuel 5). In some covenants, one party binds his or herself to fulfill the obligations of both sides of the agreement. In others, the parties are reciprocally bound to adhere to the obligations. While God's covenant with the Church universal is an example of the former, the local church covenant represents the latter. If at any time one of the parties of this church covenant continues in a state of unfaithfulness to its provisions, the other is released from certain obligations.

The covenant of Athens Church contains many conditions that are merely general Christian obligations. For example, all Christians, whether members of the Athens Church or elsewhere, are required to submit to the Scriptures, pursue holiness, steward resources, etc. Such requirements are universal obligations for the Christ-follower regardless of any failure on the part of local church to live up to her covenant obligations.

If at any time an individual member feels as though the corporate church body is not remaining faithful to the requirements of the covenant, it is the responsibility of the individual member to lovingly and humbly express concerns to the leadership of the church. If the church elders are unwilling to change and pursue covenant faithfulness, then the member is freed from his or her membership obligations and encouraged to seek membership elsewhere given the church's disobedience. In addition, certain circumstances may provide sufficient and righteous grounds to transfer membership elsewhere.

While focusing primarily in language on the responsibilities between the individual parties, the corporate church body, her elders and her individual members, the covenant is first and foremost an acknowledgement of general Christian obligations and an agreement to enter into those duties for God's glory and the good of the body and bride of His Son.

COLLATERAL



COFFEE MUG



SOCIAL MEDIA IMAGES



ANNUAL BIBLE READING PLAN RESOURCES

ATHENS CHURCH BIBLE READING PLAN

AUG.

- AUGUST 1 Judges 15; Acts 19; Jeremiah 28; Mark 14
- AUGUST 2 Judges 16; Acts 20; Jeremiah 29; Mark 15
- AUGUST 3 Judges 17; Acts 21; Jeremiah 30–31; Mark 16
- AUGUST 4 Judges 18; Acts 22; Jeremiah 32; Psalm 1–2
- AUGUST 5 Judges 19; Acts 23; Jeremiah 33; Psalm 3–4
- AUGUST 6 Judges 20; Acts 24; Jeremiah 34; Psalm 5–6
- AUGUST 7 Judges 21; Acts 25; Jeremiah 35; Psalm 7–8
- AUGUST 8 Ruth 1; Acts 26; Jeremiah 36 & 45; Psalm 9
- AUGUST 9 Ruth 2; Acts 27; Jeremiah 37; Psalm 10
- AUGUST 10 Ruth 3–4; Acts 28; Jeremiah 38; Psalm 11–12
- AUGUST 11 1 Samuel 1; Romans 1; Jeremiah 39; Psalm 13–14
- AUGUST 12 1 Samuel 2; Romans 2; Jeremiah 40; Psalm 15–16
- AUGUST 13 1 Samuel 3; Romans 3; Jeremiah 41; Psalm 17
- AUGUST 14 1 Samuel 4; Romans 4; Jeremiah 42; Psalm 18
- AUGUST 15 1 Samuel 5–6; Romans 5; Jeremiah 43; Psalm 19
- AUGUST 16 1 Samuel 7–8; Romans 6; Jeremiah 44; Psalm 20–21
- AUGUST 17 1 Samuel 9; Romans 7; Jeremiah 45; Psalm 22
- AUGUST 18 1 Samuel 10; Romans 8; Jeremiah 46; Psalm 23–24
- AUGUST 19 1 Samuel 11; Romans 9; Jeremiah 48; Psalm 25
- AUGUST 20 1 Samuel 12; Romans 10; Jeremiah 49; Psalm 26–27
- AUGUST 21 1 Samuel 13; Romans 11; Jeremiah 50; Psalm 28–29
- AUGUST 22 1 Samuel 14; Romans 12; Jeremiah 51; Psalm 30
- AUGUST 23 1 Samuel 15; Romans 13; Jeremiah 52; Psalm 31
- AUGUST 24 1 Samuel 16; Romans 14; Lamentations 1; Psalm 32
- AUGUST 25 1 Samuel 17; Romans 15; Lamentations 2; Psalm 33
- AUGUST 26 1 Samuel 18; Romans 16; Lamentations 3; Psalm 34
- AUGUST 27 1 Samuel 19; 1 Corinthians 1; Lamentations 4; Psalm 35
- AUGUST 28 1 Samuel 20; 1 Corinthians 2; Lamentations 5; Psalm 36
- AUGUST 29 1 Samuel 21–22; 1 Corinthians 3; Ezekiel 1; Psalm 37
- AUGUST 30 1 Samuel 23; 1 Corinthians 4; Ezekiel 2; Psalm 38
- AUGUST 31 1 Samuel 24; 1 Corinthians 5; Ezekiel 3; Psalm 39

BASED ON THE ATHENS CHURCH BIBLE READING PLAN

It is written, "Man shall not live by bread alone, but by every word that comes from the mouth of God."

MATTHEW 4:4 ESV

For "all flesh is like grass and all its glory like the flower of grass. The grass withers, and the flower falls, but the word of the Lord remains forever."

And this word is the good news that was preached to you.

1 PETER 1:24–25 ESV

The law of the LORD is perfect, restoring the soul; The testimony of the LORD is sure, making wise the simple.

PSALM 19:7 ESV

ATHENS CHURCH BIBLE READING PLAN

JAN.

- 1 Genesis 1; Matthew 1; Ezra 1; Acts 1
- 2 Genesis 2; Matthew 2; Ezra 2; Acts 2
- 3 Genesis 3; Matthew 3; Ezra 3; Acts 3
- 4 Genesis 4; Matthew 4; Ezra 4; Acts 4
- 5 Genesis 5; Matthew 5; Ezra 5; Acts 5
- 6 Genesis 6; Matthew 6; Ezra 6; Acts 6
- 7 Genesis 7; Matthew 7; Ezra 7; Acts 7
- 8 Genesis 8; Matthew 8; Ezra 8; Acts 8
- 9 Genesis 9–10; Matthew 9; Ezra 9; Acts 9
- 10 Genesis 11; Matthew 10; Ezra 10; Acts 10
- 11 Genesis 12; Matthew 11; Nehemiah 1; Acts 11

ATHENS CHURCH BIBLE READING PLAN

FEB.

- 13 Genesis 13; Matthew 13; Nehemiah 2; Acts 13
- 14 Genesis 14; Matthew 14; Nehemiah 3; Acts 14
- 15 Genesis 15; Matthew 15; Nehemiah 4; Acts 15
- 16 Genesis 17; Matthew 16; Nehemiah 5; Acts 16
- 17 Genesis 18; Matthew 17; Nehemiah 6; Acts 17
- 18 Genesis 19; Matthew 18; Nehemiah 7; Acts 18
- 19 Genesis 20; Matthew 19; Nehemiah 8; Acts 19
- 20 Genesis 21; Matthew 20; Nehemiah 9; Acts 20
- 21 Genesis 22; Matthew 21; Nehemiah 10; Acts 21
- 22 Genesis 23; Matthew 22; Nehemiah 11; Acts 22

ATHENS CHURCH BIBLE READING PLAN

MAR.

- 1 Genesis 24; Matthew 23; Nehemiah 13; Acts 23
- 2 Genesis 25; Matthew 24; Esther 1; Acts 24
- 3 Genesis 26; Matthew 25; Esther 2; Acts 25
- 4 Genesis 27; Matthew 26; Esther 3; Acts 26
- 5 Genesis 28; Matthew 27; Esther 4; Acts 27
- 6 Genesis 29; Matthew 28; Esther 5; Acts 28
- 7 Genesis 30; Mark 1; Esther 6; Romans 1
- 8 Genesis 31; Mark 2; Esther 7; Romans 2
- 9 Genesis 32; Mark 3; Esther 8; Romans 3
- 10 Genesis 33; Mark 4; Job 1; Romans 4
- 11 Genesis 34; Mark 5; Job 2; Romans 5
- 12 Genesis 35–36; Mark 6; Job 3; Romans 6
- 13 Genesis 37; Mark 7; Job 4; Romans 7
- 14 Genesis 38; Mark 8; Job 5; Romans 8
- 15 Genesis 39; Mark 9; Job 6; Romans 9
- 16 Genesis 40; Mark 10; Job 7; Romans 10
- 17 Genesis 41; Mark 11; Job 8; Romans 11
- 18 Genesis 42; Mark 12; Job 9; Romans 12
- 19 Genesis 43; Mark 13; Job 10; Romans 13
- 20 Genesis 44; Mark 14; Job 11; Romans 14

ATHENS CHURCH BIBLE READING PLAN

APR.

- 1 Genesis 45; Mark 15; Job 12; 1 Corinthians 10
- 2 Genesis 46; Mark 16; Job 13; 1 Corinthians 11
- 3 Genesis 47; Mark 17; Job 14; 1 Corinthians 12
- 4 Genesis 48; Mark 18; Job 15; 1 Corinthians 13
- 5 Genesis 49; Mark 19; Job 16; 1 Corinthians 14
- 6 Genesis 50; Mark 20; Job 17; 1 Corinthians 15
- 7 Exodus 1; Luke 21; Job 18; 2 Corinthians 1
- 8 Exodus 2; Luke 22; Job 19; 2 Corinthians 2
- 9 Exodus 3; Luke 23; Job 20; 2 Corinthians 3
- 10 Exodus 4; Luke 24; Job 21; 2 Corinthians 4
- 11 Exodus 5; Luke 25; Job 22; 2 Corinthians 5

ATHENS CHURCH BIBLE READING PLAN

MAY.

- 1 Exodus 6; Luke 26; Job 23; 2 Corinthians 6
- 2 Exodus 7; Luke 27; Job 24; 2 Corinthians 7
- 3 Exodus 8; Luke 28; Job 25; 2 Corinthians 8
- 4 Exodus 9; Luke 29; Job 26; 2 Corinthians 9
- 5 Exodus 10; Luke 30; Job 27; 2 Corinthians 10
- 6 Exodus 11; Luke 31; Job 28; 2 Corinthians 11
- 7 Exodus 12; Luke 32; Job 29; 2 Corinthians 12
- 8 Exodus 13; Luke 33; Job 30; 2 Corinthians 13
- 9 Exodus 14; Luke 34; Job 31; 2 Corinthians 14
- 10 Exodus 15; Luke 35; Job 32; 2 Corinthians 15
- 11 Exodus 16; Luke 36; Job 33; 2 Corinthians 16

ATHENS CHURCH BIBLE READING PLAN

JUN.

- 1 Exodus 17; Luke 37; Job 34; 2 Corinthians 17
- 2 Exodus 18; Luke 38; Job 35; 2 Corinthians 18
- 3 Exodus 19; Luke 39; Job 36; 2 Corinthians 19
- 4 Exodus 20; Luke 40; Job 37; 2 Corinthians 20
- 5 Exodus 21; Luke 41; Job 38; 2 Corinthians 21
- 6 Exodus 22; Luke 42; Job 39; 2 Corinthians 22
- 7 Exodus 23; Luke 43; Job 40; 2 Corinthians 23
- 8 Exodus 24; Luke 44; Job 41; 2 Corinthians 24
- 9 Exodus 25; Luke 45; Job 42; 2 Corinthians 25
- 10 Exodus 26; Luke 46; Job 43; 2 Corinthians 26
- 11 Exodus 27; Luke 47; Job 44; 2 Corinthians 27

ATHENS CHURCH BIBLE READING PLAN

JUL.

- 1 Joshua 1; Psalm 106–108; Isaiah 45; Matthew 11
- 2 Joshua 2; Psalm 109–111; Isaiah 46; Matthew 12
- 3 Joshua 3–4; Psalm 112–114; Isaiah 47; Matthew 13
- 4 Joshua 5–6; Psalm 115–116; Isaiah 48; Matthew 14
- 5 Joshua 7; Psalm 117–118; Jeremiah 1; Matthew 15
- 6 Joshua 8; Psalm 119; Jeremiah 2; Matthew 16
- 7 Joshua 9; Psalm 140–141; Jeremiah 3; Matthew 17
- 8 Joshua 10; Psalm 142–143; Jeremiah 4; Matthew 18
- 9 Joshua 11; Psalm 144; Jeremiah 5; Matthew 19
- 10 Joshua 12–13; Psalm 145; Jeremiah 6; Matthew 20
- 11 Joshua 14–15; Psalm 146–147; Jeremiah 7; Matthew 21

ATHENS CHURCH BIBLE READING PLAN

AUG.

- 1 Judges 1; Acts 19; Jeremiah 28; Mark 14
- 2 Judges 2; Acts 20; Jeremiah 29; Mark 15
- 3 Judges 3; Acts 21; Jeremiah 30–31; Mark 16
- 4 Judges 4; Acts 22; Jeremiah 32; Psalm 1–2
- 5 Judges 5; Acts 23; Jeremiah 33; Psalm 3–4
- 6 Judges 6; Acts 24; Jeremiah 34; Psalm 5–6
- 7 Judges 7; Acts 25; Jeremiah 35; Psalm 7–8
- 8 Ruth 1; Acts 26; Jeremiah 36 & 45; Psalm 9
- 9 Ruth 2; Acts 27; Jeremiah 37; Psalm 10
- 10 Ruth 3; Acts 28; Jeremiah 38; Psalm 11–12
- 11 1 Samuel 1; Romans 1; Jeremiah 39; Psalm 13–14

ATHENS CHURCH BIBLE READING PLAN

SEPT.

- 1 1 Samuel 25; 1 Corinthians 6; Ezekiel 4; Psalm 40–41
- 2 1 Samuel 26; 1 Corinthians 7; Ezekiel 5; Psalm 42–43
- 3 1 Samuel 27; 1 Corinthians 8; Ezekiel 6; Psalm 44
- 4 1 Samuel 28; 1 Corinthians 9; Ezekiel 7; Psalm 45
- 5 1 Samuel 29–30; 1 Corinthians 10; Ezekiel 8; Psalm 46–47
- 6 1 Samuel 31; 1 Corinthians 11; Ezekiel 9; Psalm 48
- 7 2 Samuel 1; 1 Corinthians 12; Ezekiel 10; Psalm 49
- 8 2 Samuel 2; 1 Corinthians 13; Ezekiel 11; Psalm 50
- 9 2 Samuel 3; 1 Corinthians 14; Ezekiel 12; Psalm 51
- 10 2 Samuel 4–5; 1 Corinthians 15; Ezekiel 13; Psalm 52–54
- 11 2 Samuel 6; 1 Corinthians 16; Ezekiel 14; Psalm 55

ATHENS CHURCH BIBLE READING PLAN

OCT.

- 1 1 Kings 1; Ephesians 1; Ezekiel 34; Psalm 63–64
- 2 1 Kings 2–3; Ephesians 2; Ezekiel 35; Psalm 65
- 3 1 Kings 4–5; Ephesians 3; Ezekiel 36; Psalm 66
- 4 1 Kings 6; Ephesians 4; Ezekiel 37; Psalm 67–68
- 5 1 Kings 7; Ephesians 5; Ezekiel 38; Psalm 69
- 6 1 Kings 8; Ephesians 6; Ezekiel 39; Psalm 70
- 7 1 Kings 9; Ephesians 7; Ezekiel 40; Psalm 71
- 8 1 Kings 10; Philippians 2; Ezekiel 41; Psalm 72–73
- 9 1 Kings 11; Philippians 3; Ezekiel 42; Psalm 74
- 10 1 Kings 12; Philippians 4; Ezekiel 43; Psalm 75–76
- 11 1 Kings 13; Colossians 1; Ezekiel 44; Psalm 77–79

ATHENS CHURCH BIBLE READING PLAN

NOV.

- 1 2 Kings 14; 2 Timothy 4; Titus 2; Psalm 120–122
- 2 2 Kings 15; Titus 3; Hebrew 9; Psalm 123–125
- 3 2 Kings 16; Titus 4; Hebrew 10; Psalm 126–128
- 4 2 Kings 17; Titus 5; Hebrew 11; Psalm 129–131
- 5 2 Kings 18; Hebrew 12; Psalm 132–134
- 6 2 Kings 19; Hebrew 13; Psalm 135–136
- 7 2 Kings 20; Hebrew 14; Psalm 137–138
- 8 2 Kings 21; Hebrew 15; Psalm 139
- 9 2 Kings 22; Hebrew 16; Psalm 140–141
- 10 2 Kings 23; Hebrew 17; Psalm 142
- 11 2 Kings 24; Hebrew 18; Psalm 143

ATHENS CHURCH BIBLE READING PLAN

DEC.

- 1 1 Chronicles 29; 2 Peter 3; Micah 6; Luke 15
- 2 2 Chronicles 1; 1 John 1; Micah 7; Luke 16
- 3 2 Chronicles 2; 1 John 2; Micah 8; Luke 17
- 4 2 Chronicles 3–4; 1 John 3; Micah 9; Luke 18
- 5 2 Chronicles 5–6; 1 John 4; Micah 10; Luke 19
- 6 2 Chronicles 6–7; 1 John 5; Micah 11; Luke 20
- 7 2 Chronicles 8–9; 1 John 6; Micah 12; Luke 21
- 8 2 Chronicles 10–11; 1 John 7; Micah 13; Luke 22
- 9 2 Chronicles 12; 1 John 8; Micah 14; Luke 23
- 10 2 Chronicles 13; Revelation 1; Zephaniah 1; Luke 24
- 11 2 Chronicles 14–15; Revelation 2; Zephaniah 2; Luke 25

ATHENS CHURCH BIBLE READING PLAN

JAN.

- 1 Deuteronomy 5; Psalm 88; Isaiah 22; Revelation 2
- 2 Deuteronomy 6; Psalm 89; Isaiah 23; Revelation 3
- 3 Deuteronomy 7; Psalm 90; Isaiah 24; Revelation 4
- 4 Deuteronomy 8; Psalm 91; Isaiah 25; Revelation 5
- 5 Deuteronomy 9; Psalm 92–93; Isaiah 26; Revelation 6
- 6 Deuteronomy 10; Psalm 94; Isaiah 27; Revelation 7
- 7 Deuteronomy 11; Psalm 95–96; Isaiah 28; Revelation 8
- 8 Deuteronomy 12; Psalm 97–98; Isaiah 29; Revelation 9
- 9 Deuteronomy 13–14; Psalm 99–101; Isaiah 30; Revelation 10
- 10 Deuteronomy 15; Psalm 102; Isaiah 31; Revelation 11
- 11 Deuteronomy 16; Psalm 103; Isaiah 32; Revelation 12

THE WORK

Communication & Marketing Tools

By coordinating with the staff team, we implemented the brand across digital tools like PowerPoint slides, web event graphics, social media posts, and email and app templates. We also created digital and print marketing materials like postcards and brochures.

GOSPEL COMMUNITY INFORMATION CARD



Find your people.

We often find ourselves pouring every ounce of energy into a million different things: work, school, family, kids, sports, friends, projects, and routines. By the time 9:00pm rolls around, we're left feeling exhausted, empty, and lost in the hustle.

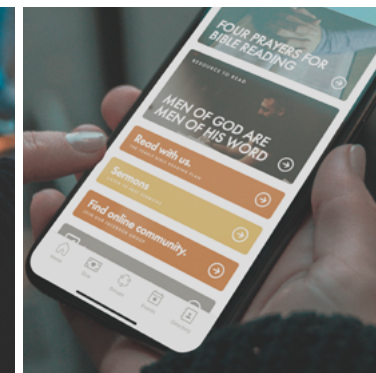
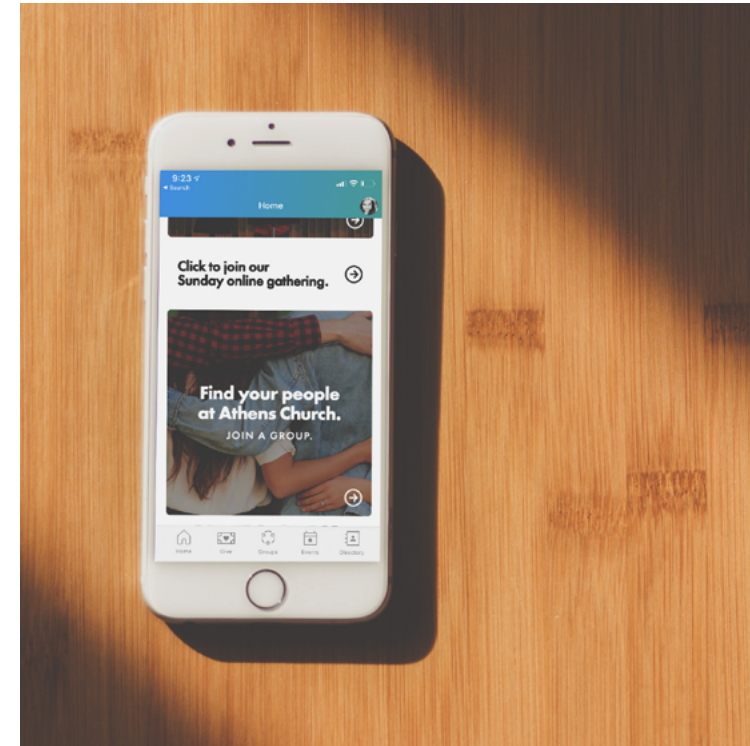
But we weren't created for this kind of crazy. It's not what God desires for us. We were created for an intentional life—one with space for rest and a life-giving community of people around us. At Athens Church, we call these groups of people Gospel Communities. In a Gospel Community, you have the opportunity to meet with ordinary people like yourself to share life together, encourage one another, ask hard questions, find hope, and learn more about how Jesus transforms the everyday ordinary of our lives.

Whether you're exploring faith or have been a believer for many years, Gospel Communities are a welcoming place where you can come as you are, become part of a family, and grow in learning about Jesus. Would you join us at a Gospel Community?

athenscolumbus.com/gc

- 1 DOWNTOWN**
Tuesday nights / 6:30pm - 8:30pm
The *Beacon* house
558 10th St, Columbus
- 2 PARKSIDE**
Tuesday nights / 6:00-8:00pm
The *Woods* house
2011 Ridgeway Ave, Columbus
- 3 WESTSIDE**
Wednesday nights / 6:00-8:00pm
The *Woods* house
2221 Apple Blossom Lane, Columbus
- 4 FOXPOINTE**
Thursday nights / 6:00-8:00pm
The *Woods* house
2842 Fox Pointe Dr, Columbus
- 5 THE WOODS**
Thursday nights / 6:00-7:45pm
The *Woods* house
2819 Inglewood Trail, Columbus

PLANNING CENTER APP CUSTOMIZATION





SUNDAY MORNING ANNOUNCEMENT SLIDES



BAPTISM CLASS

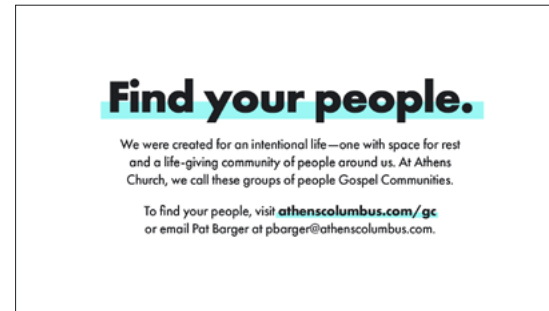
Sundays, October 11 & 18
11:30am-12:15pm
athenscolumbus.com/baptism



athens kids gatherings

MONDAY, MAY 18 AT 10:00AM

Questions? Email Sam Wallace at swallace@athenscolumbus.com



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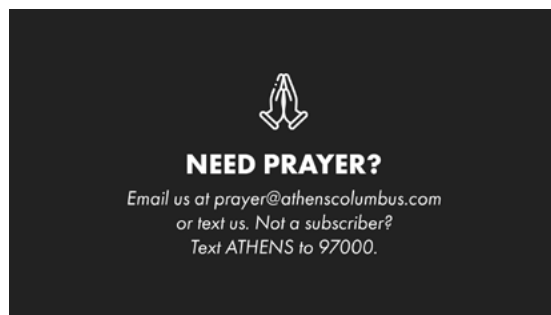
To find your people, visit athenscolumbus.com/gc or email Pat Barger at pbarger@athenscolumbus.com.




SUNDAYS AT 10AM

Sunday Gatherings


AT THE COMMONS AND ONLINE



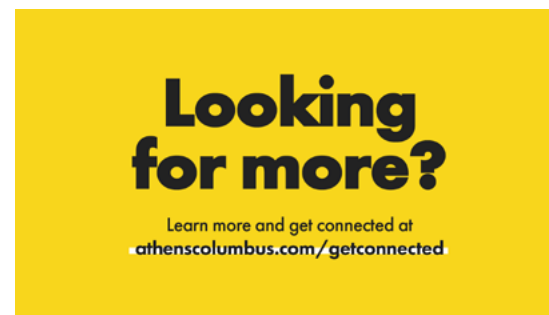


NEED PRAYER?

Email us at prayer@athenscolumbus.com or text us. Not a subscriber? Text ATHENS to 97000.



A PEOPLE, CITY, AND WORLD AWAKENED TO THE GLORY OF GOD.



Looking for more?

Learn more and get connected at athenscolumbus.com/getconnected





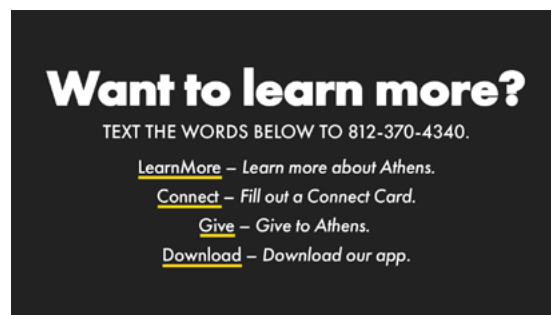
COMMUNION DO THIS IN REMEMBRANCE OF ME



SUNDAYS AT 10:00AM

Sunday Gatherings

AT CENTRAL MIDDLE SCHOOL AND ONLINE



Want to learn more?

TEXT THE WORDS BELOW TO 812-370-4340.

LearnMore – Learn more about Athens.
Connect – Fill out a Connect Card.
Give – Give to Athens.
Download – Download our app.



SUNDAY, MAY 24 IS A DAY OF RENEWAL



We're so glad you're here!

 ATHENS CHURCH

Environmental Design & Signage

At the time of this project, Athens Church met in a school, so all materials had to be simple to move and set up/tear down each Sunday. We didn't, however, want the space to feel boring, so we talked with the church's Connections Team. Together, we looked at Sunday morning foot traffic flow and the challenges that came with it. Using floor plan sketches and photographs of the space, we mocked up directional signage and environmental artwork displays to correct the issues, welcome/engage guests, and focus attendees on the mission of the church. After approval from church leadership, we moved to production and managed the process of ordering all the signage from vendors. Using a blend of retractable banners, temporary A-frame signage, and wall box fabric displays, we created dynamic environmental design that transformed a school into a welcoming church space.

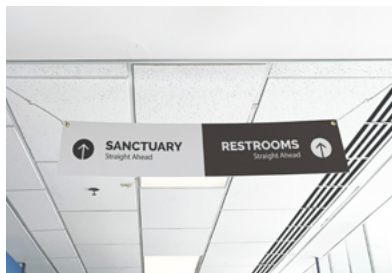


**ATHENS
CHURCH
EVENT**



Welcome to
Athens Church.

OLD SIGNAGE



SUNDAY MORNING DIRECTIONAL SIGNAGE / POP-UP BANNERS



LANDMARK SIGNAGE / FABRIC WALL BOX DISPLAYS





EXIT



SANCTUARY

ARKANSAS CHURCH



ATHENS KIDS CHECK-IN



SANCTUARY



RESTROOMS



**NURSING MOTHERS
ROOM**

Ministry Resources

The heart of ministry is the people involved in it, and Athens has a variety of ministries. With that in mind, we worked with the Connections Lead to identify ways to connect church attendees to those ministries. Ultimately, we developed tools to help new people get connected—this included engaging new volunteer name tags and lanyards, as well as other welcome materials.



A people, city, and world

awakened to the glory of God

A people,
city, and world
awakened to
the glory of God



CONNECTIONS MINISTRY NAME TAGS



CONNECTIONS INVITE CARD


Find more.



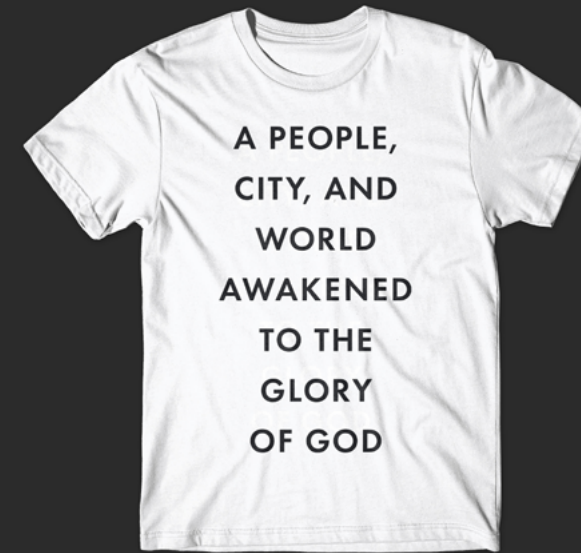
We were created for an intentional life with a life-giving community of people around us. At Athens Church, you'll meet ordinary people and discover a safe place to ask hard questions and find hope.

We'd love to have you join us at one of our Sunday gatherings. These are a time for all of us to come together to spend time with each other, worship Jesus, pray for our community, and explore the Bible. There's no pressure to have it all together—our kids are crazy and we wear comfy clothes.

Whether you're exploring faith or have been a believer for many years, Athens is a welcoming place where you can come as you are, become part of a family, and learn more about how Jesus transforms the everyday ordinary of our lives.

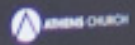
Learn more at athenscolumbus.com/sundays  

CHURCH T-SHIRT





**HERE
TO
SERVE**



**HERE
TO
SERVE**





The impact of our partnership

Because Athens Church is a small church with limited resources, our goal was to create a brand around the logo which would be easily implementable for staff and volunteers, regardless of communication skills. Providing a simple, yet invitational brand allowed for consistent and clear communication throughout Athens Church and its ministries.



**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

AMENABLE