

# SPIRES

## CHURCH PUBLICITY



*MAKING HIM KNOWN*



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# I N T R O

SPIRES CHURCH PUBLICITY



**Rob Shepherd**  
**Committed Christian**  
**Freelance Graphic Designer**

## Introduction

Rob has been working professionally, as a designer and a teacher for 20+ years. He is passionate about design and has a heart for church marketing as a tool for churches to use to help grow congregations and attract younger generations to faith in Christ Jesus. His professional design and development skills enable him to work thoughtfully and creatively. All Rob's work is fuelled by creativity and prayer and designed in-house.

Rob works with churches of all denominations and traditions, offering them all the same attention to detail and providing them with exactly what they need and when they need it. He has held a variety of managerial posts in schools and churches so understands the importance of meeting deadlines and working within agreed budgets and timescales.

For 5+ years Rob has been designing publicity and marketing materials for the church he attends. This experience has taught him the value of working closely with the clergy and those in positions of responsibility. After 5 years of running the show Rob is now working with a reinvigorated publicity team who are keen to develop a sustainable model of publicity production through training groups and coaching individuals.

## Design Services

When our design services are called upon by churches we always respond to design briefs prayerfully and creatively. We are a friendly, reliable and trusted design service that produced high quality products with a quick turn-a-round when required. We develop unique brand identities for churches and produce printed and digital products.

## Training Events

Training events are aimed to help churches who want to design publicity materials, in-house, and take control of their own marketing and communication strategies. Our training events will help you create innovative ideas that engage, inspire and transform evangelism and worship. Training is delivered by Rob, a real teacher, with real ideas ideas for using ICT to help "Make Him Known".

DESIGN  
SERVICES

TRAINING  
EVENTS

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# PATHWAYS

## DESIGNING & LEARNING



**Professional Design Services**  
**Fully Qualified Teacher**  
**Learning Together**

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# WEBSITE DEVELOPMENT



## Website Design Services

We design bespoke websites that adapt to any screen size (responsive) which are eye-catching and easy to maintain for churches.

We use WordPress to build our websites as it is one of the most popular, user friendly and supported platforms worldwide. 30% of all websites globally are built using WordPress. We do not use WordPress templates so that each website we create has its own unique look and feel.

Once designed and live, we can maintain your website for you or provide you with the support and training you need so that you can do it yourselves.

3,000 Christians we surveyed recently. 24% would like to see their church offer more online devotional resources. Church websites should be informative and generate interest and spiritual engagement.

## Graphic Design Services

Noticeboards, Bulletin Sheets, Websites, Social Media & Posters. These are but a few of the ways churches advertise events and services to encourage growth.

We will work alongside churches so that they can develop an online and public identity that communicates their values and traditions effectively to a diverse audience.

We offer churches guidance so that they can choose which methods of communication work best for them, enabling them to be seen by all parts of the community, including those hard to reach. Digitalised orders of service, AV screen backgrounds and website graphics are eco-friendly and easy to update. Printed posters and banners catch the eyes of a passerby whilst a leaflet is easy to post, give away or place in a pocket.

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# GRAPHIC DESIGN SERVICES



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# ILLUSTRATIONS

## ARCHITECTURAL



Rob has been illustrating churches and other buildings of architectural interest for over 30 years. He produced his first illustration for Cathays Methodist Church in Cardiff whilst he was a student at art college. He then went on to illustrate other churches across the country including St. Martin's in the Fields and St. Paul's Cathedral in London.

Rob uses a variety of illustrative methods including hand-drawn pen & ink and contemporary digital processes. Illustrations can be supplied in both printed and digital formats.

Rob's illustrations have been used by churches and individuals for a wide variety of purposes. Some have been used for marketing and fundraising whilst others have been used as gifts to celebrate ordinations and other memorable occasions.

If you want to maintain your own website or create your own publicity materials we'll be happy to teach you to do that. Rob is available to deliver bespoke training to help staff and volunteers in churches develop a sustainable and professional approach towards website maintenance, publicity and marketing.

Training events are tailored to meet the needs of your church. Popular topics include website development and maintenance, maximising the use of free online design resources, and developing a brand identity for your church.

All training events are modelled around active participation, so you can guarantee that you will leave the event with new skills to practice and develop at home. Learning together develops teamwork and sustainability.

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# TRAINING

EVENTS



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