

49 Tips for Using Color in Your

CHURCH GRAPHICS



Since 1992, Faithlife Corporation (formerly Logos Bible Software) has grown from a couple of programmers in a basement into the largest developer of Bible study software and a worldwide leader in multilingual electronic publishing. We partner with more than 500 publishers to make more than 120,000 Bible study resources available to customers around the world.

Innovation is key to Faithlife's growth. In the last few years, we've expanded from our flagship software product, Logos Bible Software, to a variety of tools to complement your faith and Bible study experience. In June of 2011, we launched Faithlife Ebooks, a Christian ebook store and ereader app. In 2012, we released Faithlife Proclaim Church Presentation Software along with the Faithlife Study Bible and faithlife.com, a social network that allows Christians from all over the world to connect and share ideas online.

Most recently, we've launched an entire suite of church administrative tools including Faithlife Sites, Faithlife Sermons, Faithlife TV, Faithlife Giving, and more! And we're still just getting started.

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Introduction

“I found I could say things with colors that I couldn’t say in any other way—things that I had no words for.” — Georgia O’Keeffe

Have you ever thought about how much color impacts you every day? Red, yellow, and green traffic lights guide thousands of cars without a word. The bright blue of a summer sky or dark gray of a rainy day can transform your mood.

Color is one of the most powerful and important choices in design. It can evoke emotions, create interest, and express messages.

The way you use color in your church presentations can dramatically affect what your members and guests experience, from announcement graphics to message slides. With this guide, you’ll learn the basics of color and how to use it to transform your church presentations.

Enjoy!

Color Basics

Color Wheel

The color wheel shows the relationship between colors.



All colors are the friends of their neighbors and the lovers of their opposites.

MARC CHAGALL

Color is important for coordination, emotion, and readability.



Tertiary Colors
Orange, purple, teal, and yellow are a combination of one primary and one secondary color.



Primary Colors
All colors stem from red, yellow, and blue. They are bright, bold, positive colors.



Analogous Colors
Colors that exist right next to each other are analogous. They harmonize well.



Secondary Colors
Orange, purple, and green are secondary because they are combinations of two primary colors.



Complements
Looking for a color that pairs well with purple? Look at its opposite, yellow. Repeat for any color.

Color and Emotion

What tone or emotion are you trying to convey? Reinforce it with color.

Positive
Bold
Determined
Energized

Negative
Angry
Critical
Frustrated

Positive
Optimistic
Adventurous
Warm

Negative
Scared
Upset
On Edge

Positive
Creative
Free
Energized

Negative
Anxious
Confused
Overwhelmed

Positive
Excited
Cheerful
Hopeful

Negative
Afraid
Apprehensive
Cautious

Positive
Joyful
Energetic
Happy

Negative
Immature
Overconfident
Careless

Positive
Successful
Confident
Aware

Negative
Sour
Caustic
Sick





Positive
 Royal
 Festive
 Elegant

Negative
 Morose
 Snooty
 Aloof



Positive
 Regal
 Confident
 Rich

Negative
 Bored
 Depressed
 Tired



Positive
 Calm
 Thoughtful
 Attuned

Negative
 Cold
 Distant
 Lonely



Positive
 Peaceful
 Serene
 Relaxed

Negative
 Despairing
 Depressed
 Hurt



Positive
 Hopeful
 Renewed
 Healthy

Negative
 Slimy
 Mischevious
 Conniving



Positive
 Powerful
 Faithful
 Fresh

Negative
 Disgusted
 Greedy
 Obsessed

Color in Service Themes

Color can powerfully change the atmosphere of your gathering. Certain tones will cast a somber mood, others celebratory, and others energizing or soothing.

Consult the following as a guide for how to use color and design to draw out certain themes and emotions in your worship services.



Themes and emotions

Communion, sacrament, order, established, orthodoxy, earthy, iconic, symbolic



Themes and emotions

Sacrifice, crucifixion, blood, sorrow, suffering, vintage, historic, paradoxical



Themes and emotions

Water, death, deep, weighty, somber, dismal, desolate, pensive, reflective, gravity, fear



Themes and emotions

Support, connection, relationship, health, stimulation, joy, enthusiasm, encouragement, happiness, hope



Themes and emotions

Christmas, holiday, festive, traditional, light, hope, twinkling, brilliant, buoyant, inspiring



Themes and emotions

Money, competition, contest, ambition, greed, jealousy, materialism

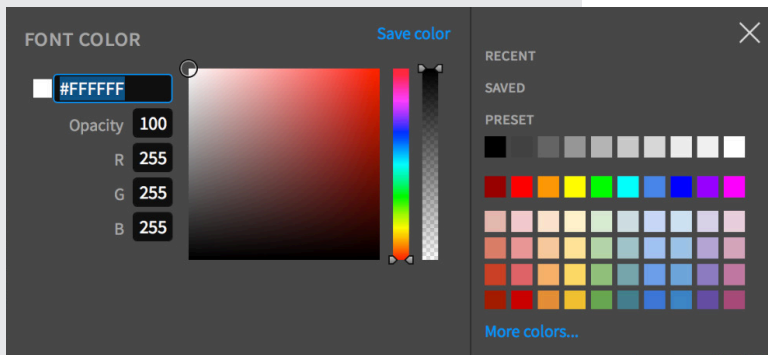


Themes and emotions

Christmas, holiday festive, joyful, celebratory, colorful, tactile, optimistic, traditional, bright

Thematic Color Palettes

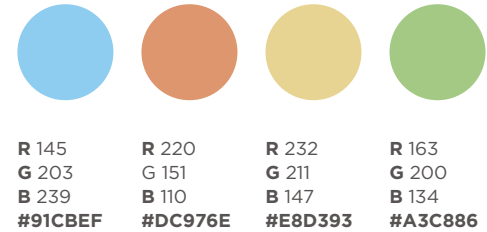
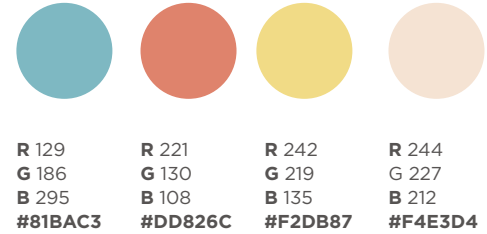
Here is a guide to using color for specific seasons and events, like Easter Sunday or a youth retreat.



Pro tip: When choosing a color in Faithlife Proclaim, use the codes listed on this spread to select specific hues.

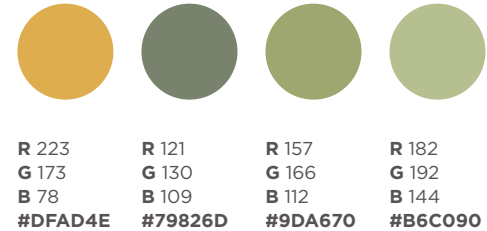
Easter Sunday

Choose bright, celebratory, reviving colors like pastels and whites.



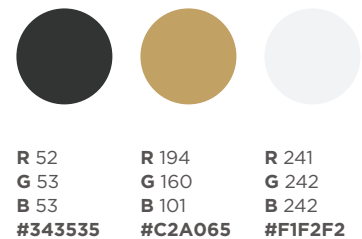
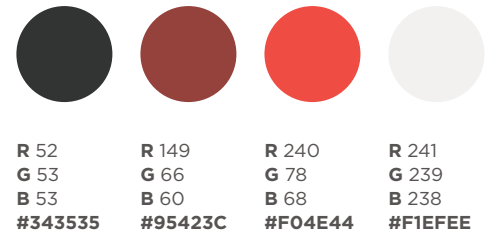
Palm Sunday

Select fresh and earthy colors like orange, green, tan, and sand-brown.



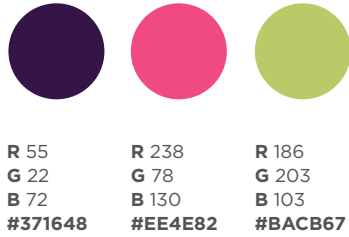
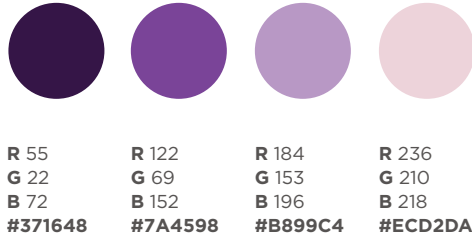
Good Friday

Gravitate toward deeper, somber colors like blood-red and black.



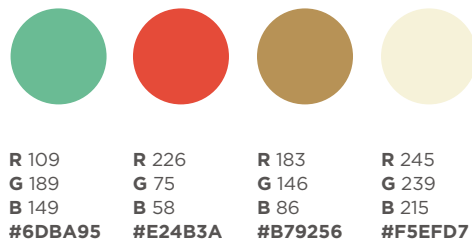
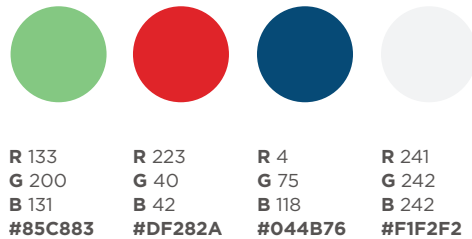
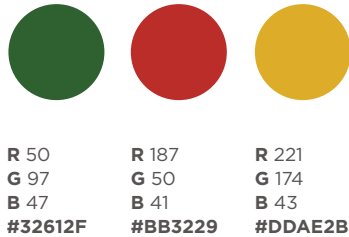
Advent

Seek out royal colors like gold and purple, and intermingle darkness and light.



Christmas

Choose yuletide and winter colors like deep greens, reds, and metallics.



Children's events

Choose bright colors, muted or not, like blues, greens, pinks, and oranges.



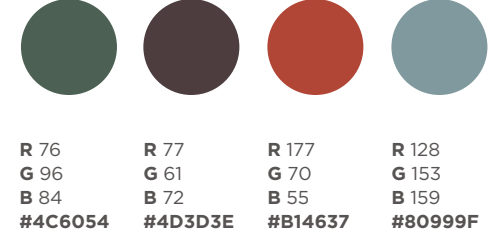
Youth events

Choose youthful yet mature colors, like blues and greens as well as black, brown, and white.



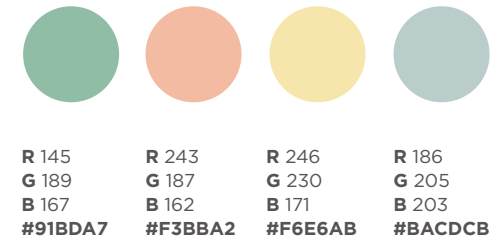
Men's events

Opt for strong, solid colors like navy, burgundy, and slate.



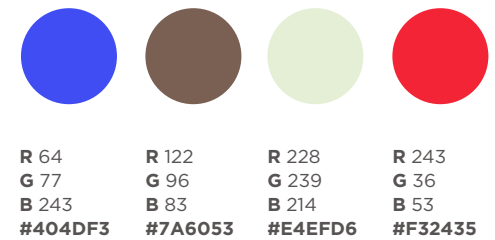
Women's events

Avoid the stereotypical pink. Favor light colors, neutrals, and desaturated or faded tones.



All-church events

Go for gender- and age-neutral colors like blues, greens, reds, and faded tones.

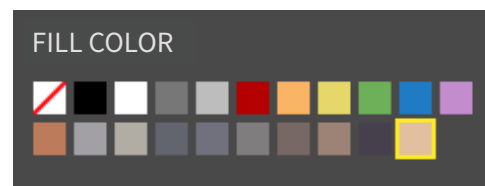
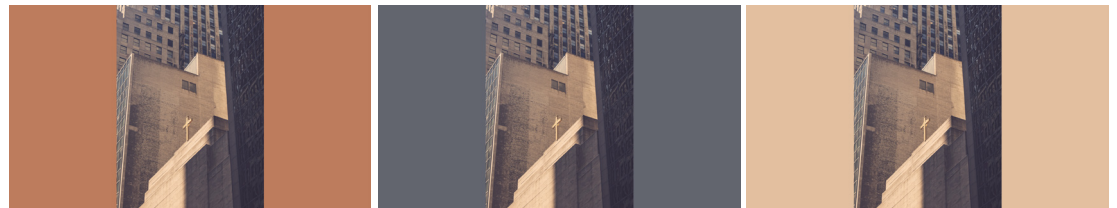
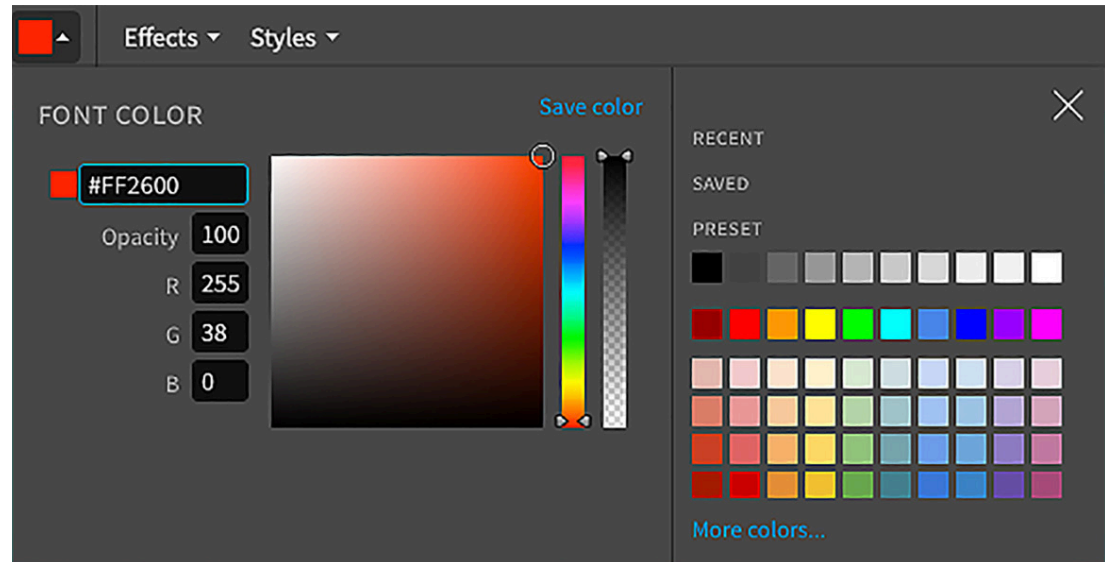


Picking Color

When pairing images with other design elements, like backgrounds or fonts, a color picker helps you choose matching tones for a beautiful design.

Choosing colors in Proclaim

Proclaim's color selection interface gives you precise control over the color used in your designs.



Proclaim can help Not sure what color to choose? No problem. Proclaim automatically recommends colors for you based on the colors found in your image.



Before
Black text used for the header and the subheader



After
Darker color pulled from image for the header and lighter color pulled for the subheader

Choose text color from your own image

Instead of using plain black text, try using the eyedropper tool to select color options from the photo itself.



Notice how many color options you can pull from a single image!

Conclusion

You don't need a degree in graphic design to create beautiful, impactful presentations. The tips in this guide can help you use color to express intent and meaning.

You can save time and effort each week using the thousands of professionally-designed slides in Faithlife Proclaim, presentation software for churches. It's a simple, elegant way to combine your creative idea with a completed design.



**To learn more or to schedule a demo,
visit us online at faithlife.com.**

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