

The Network Institute Logo and Branding Case Study

The Network Institute is located in St. Petersburg Florida. It was created for Christian Counsleors to be able to interact and network with each other and their clients. They wanted something that reflected where they are located and that they are Christian without being "too" Christian looking and yet looking like an established institute that is solid and trustworthy. They wanted a look that would not be trendy and would stand the test of time. I created this logo in 2004. I will show other versions that I created for the client with explanations as well. The project included logo, letterhead/Env., business card, brochure, newsletter and a website.



P.O. Box 1297
Indian Rocks Beach
Florida 33785
www.networkinstituteofcc.org



407 1st Avenue North
St. Petersburg, FL 33701

*"Serving to educate,
encourage, and equip
Christian counselors
and related professions
in the care of
a hurting world."*



Authenticity

Accountability

Personal Growth

Professional Development



Pamela Paul
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Executive Director

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The Network Institute Logo and Branding Case Study

Final Version



Alternate Color Choice



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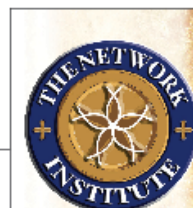
Final Version

The Client really loved all three versions of the logo that were presented to them but they wanted to combine the fish element from #2 to be placed in the middle of the circle in #3. they also liked that the fish combined to form a star. The importance of the Network is that they combine many counselors that are united for the same reason. The fish, and sand dollar images were explained previously but they were also chosen because of the Network's proximity to the beach and ocean. The same reason for the colors as well. The client is very proud to be a Florida project and they cherish the serenity that the beaches and ocean bring.



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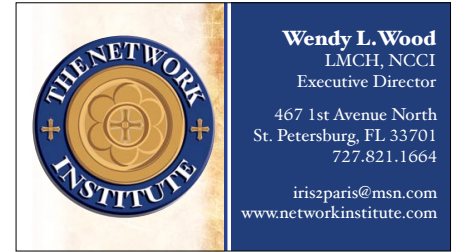
paulp@networkinstituteofcc.org
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Version #1 with explanation



467 1st Avenue North
St. Petersburg, FL 33701
727.821.1664
www.networkinstitute.com

*"Creating a Partnership
in knowledge and faith
to enrich the lives
of the students
and professionals that
enter our institute."*



Rose: the faith, the wounds of Christ.
The six petals the days of creation

Cross: is the best-known religious symbol of Christianity. It is generally seen as a representation of the crucifixion of Jesus. It is related to the crucifix.

Circle: symbolizes being without end, is a symbol of the divine.

Yellow: is the symbol of light and purity. It speaks of youth, happiness, the harvest, hospitality, love and benevolence.

Blue: signifies the blue skies or the life-giving air and often signifies hope or good health. It is an alternate color for the season of Advent.

White: Purity, virginity, innocence, and birth, are symbolized with this color. White is the liturgical color of Christmas and Easter.

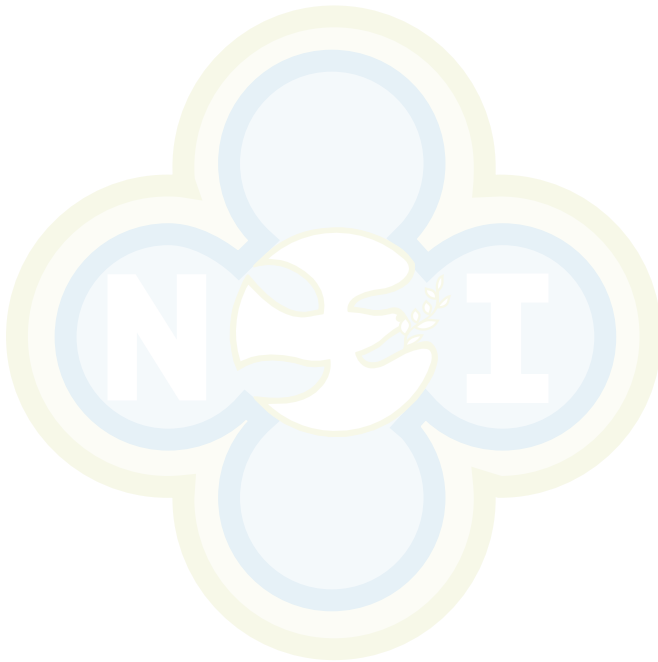


467 1st Avenue North
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Version #2 with explanation



The Network Institute



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The Network Institute

Wendy L. Wood LMCH, NCCI
EXECUTIVE DIRECTOR

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Quatrefoil: ubiquitous in Gothic architecture, the quatrefoil symbolizes the four evangelists, as well as the four gospels.

Dove: symbol of the Holy Spirit and used especially in representations of our Lord's Baptism and the Pentecost. It also symbolizes the release of the soul in death, and is used to recall Noah's dove, a harbinger of hope.

Green: represents bountifulness, hope and the victory of life over death. It is one of the colors associated with Christmas, and the long season of the Trinity in summer.

Blue: signifies the blue skies or the life-giving air and often signifies hope or good health. It is an alternate color for the season of Advent.

White: Purity, virginity, innocence, and birth, are symbolized with this color. White is the liturgical color of Christmas and Easter.



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Version #3 with explanation



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The fish symbol rotates around to form a five point star or flower image within a circle of eternity. The image also resembles the image of a sand dollar.

Quatrefoil: ubiquitous in Gothic architecture, the quatrefoil symbolizes the four evangelists, as well as the four gospels.

Fish: ever-watchful with its unblinking eyes – was one of the most important symbols of Christ to the early Christians. In Greek, the phrase, “Jesus Christ, Son of God Savior,” is “Iesous Christos Theou Yios Soter.” The first letters of each of these Greek words, when put together, spell “ichthys,” the Greek word for “fish” (ICQUS). This symbol can be seen in the Sacraments Chapel of the Catacombs of St. Callistus. Because of the story of the miracle of the loaves and fishes, the fish symbolizes, too, the Eucharist

5-point Star: the Star of Bethlehem; the 5 Wounds of Christ.

Sand Dollar: the birth, death, and resurrection of Jesus are shown on this shell. On one side, an easter lily contains a five pointed star, the Star of Bethlehem. The five narrow slits in the shell are symbolic of the crucifixion wounds of Christ’s hands, feet, and side. The reverse side bears a shape like a poinsettia.

Green: represents bountifulness, hope and the victory of life over death. It is one of the colors associated with Christmas, and the long season of the Trinity in summer.

Brown: is symbolic of the earth and was often the color of a monks robe, signifying humility and God’s connection with the commonplace and the ordinary.

White: Purity, virginity, innocence, and birth, are symbolized with this color. White is the liturgical color of Christmas and Easter.



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Trifold Network Brochure Cover and outside



Authenticity

Accountability

Personal Growth

Professional Development



Core Values of the NICCI Members:

We practice being Christ-like.

We practice authenticity
and accountability.

We actively participate in
koinonia fellowship.

We hold ourselves to the highest
standards of professionalism.

We challenge ourselves with personal
growth and professional development.

We daily seek to answer God's call in
contributed ministries.

**We are the Network Institute
of Christian Counseling, Inc.**



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Network Brochure Inside with outside foldover

Join the Network Institute of Christian Counseling, Inc.

Would you like to be part of an organization that affords you the opportunity to connect with kindred hearts and likeminded professionals? Do you want to gain valuable tools and resources to practice with excellence?

We invite you to join with us in Christian fellowship. We offer you personal, spiritual, and professional support that will enhance your practice and service to others. We are the members of the Network Institute of Christian Counseling, Inc. (NICCI).

We believe that our Christian faith holds major insights into finding hopeful solutions to the problems we face. We believe our faith is integral to our approach in addressing the needs of our clients.

Since its inception over 33 years ago, the NICCI continues to embrace the core values upon which this organization was built. These are defined by our desire to grow in Christ-likeness, authenticity, accountability, professionalism, personal growth,



koinonia fellowship, and contributed ministry.

Membership with the NICCI offers you instruction and support for providing spiritually sensitive counseling to others. Our seminar events are held in a central location in the Tampa Bay area to provide accessibility for all of our members. Professional, Associate, and Student memberships are available.

Benefits of Membership

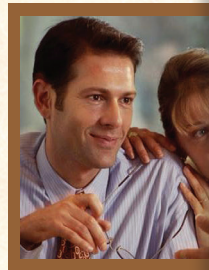
☪ Monthly seminars offering spiritual formation and professional development, with an emphasis on Christian Psychotherapy. CEUs are provided.

☪ NICCI Professional Growth Peer Groups meet monthly at various locations throughout the bay area for spiritual formation, professional development, and case consultation

☪ Electronic communication including announcements of upcoming seminars and events. Quarterly newsletters to keep you informed.

☪ Listing in Professional Directory published annually for distribution to members, collaborative partners, and community agencies for referrals and networking.

"Serving to educate, encourage, and equip Christian counselors and related professions in the care of a hurting world."



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We are the Network Institute of Christian Counseling, Inc.



Network Brochure Inside flat

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☪ Practice listing on NICCI website for additional fee.

☪ Koinonia fellowship within a community of faith. Collaborative relationships for referrals and networking.

☪ Professional accountability and mentorship. Access to Qualified Supervisors.

☪ Membership discounts on CEU trainings, NICCI publications and materials.

Join today and become part of a growing organization that serves to support you in the work of healing hurting hearts. Visit our website for more information. There you will find a membership application and registration form for our upcoming events.

Sign up for our newsletter so you can stay informed! Plan to attend our next seminar event! We welcome you!

www.networkinstituteofcc.org
info@networkinstituteofcc.org



NETWORK *Connections*

April 15, 2011

Network Institute Newsletter

Volume 1, Issue 1



*"Serving to educate,
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The Good Book and the Big Book: On 12 Step Interventions

Did you know that early A.A. in Akron was a Christian fellowship? Did you know that its basic ideas came from study of the Bible? Did you know that the pioneers claimed to achieve a 75% to 93% success rate—which they properly called "cures"—as the result of their program? Surprising, isn't it?

So much curiosity arises from an "anonymous society" whose rules forbade promoting it or even explaining the organization to the press, and whose members sometimes reported a variety of vague spiritual beliefs. It is no wonder that rumors of "door knob" faith and a "higher power" left some religious leaders queasy! But to those who examined it more closely, the reality is that this movement and its Big Book have produced lasting healing and have radically restored lives for millions around the world in recent history.

Before A.A., alcoholics and addicts simply died in their disease. After AA., sobriety, recovery, and transformed life became a reality for literally millions of alcoholics all over the world. This article is the first in a series designed to help people understand the origin of the Big Book—the 12 steps of Alcoholics Anonymous, which can empower recovery groups and recovering individuals to benefit from the Christian principles found there. Not so surprising to the Christian is that the powerful healing principles in early A.A. (that were not present in the temperance movement and abstinence crusades) included many facets. Among them, belief in foundational scriptural truth, the commitment to Christian fellowship, an emphasis on a personal relationship with Jesus Christ, and a charge
Continued on pg 2...



The Sin of Being Offended

An old children's rhyme says, "Sticks and stones can break my bones, but words will never hurt me." While this playground quotation should be true, anyone involved in counseling knows it is rarely reality.

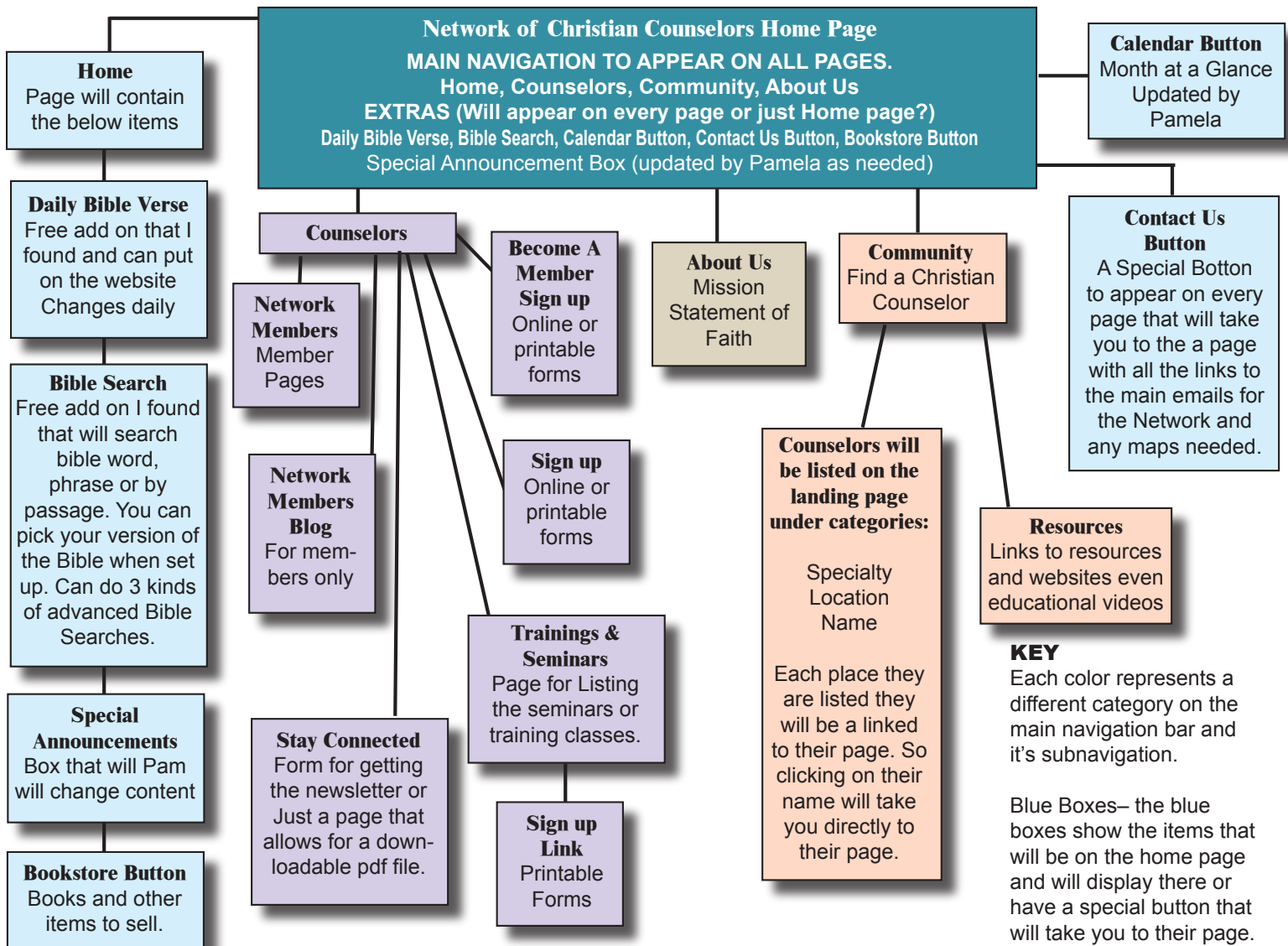
Being offended by what others do to us or around us can be a dangerous path. There are two reasons for this. One is psychological and the other spiritual. From a psychological perspective, when we attempt to manage another's actions or change them in any way, we are in for grave disappointment. We cannot change others, and any attempt to do so can lead to emotional turmoil. True strength comes in changing ourselves and that means our 'reactions' to others. For it is not what others do to

us that counts, but what we think about what they do to us that matters. Offenses lie in our mind not in others' actions. No one can insult you or hurt you verbally unless you decide to allow it.

From a spiritual perspective, the truth of the matter is that as believers we have no right to take offense at what others do or say to us. When someone tells me of the damaging words or actions of another, I like to encourage them with the life of Christ. He is, after all, our model. If you search scripture you will find that Christ never took offense for what others did to him. *Continued on pg 2...*

**Sample Website flowchart for the Network Institute website.
I create flowcharts for all my clients before creating their website.**

NETWORK OF CHRISTIAN COUNSELORS WEBSITE



Website Mastheads. Keep in mind the website was created in 2004 so it reflects design limitations of the time based on the web! The site had three different areas 1. Main page, 2. Counseling Professionals, and 3. Community. There was a password entry for the Counseling Professionals section. They could sign up for seminars and workshops online or print out a form.

Masthead for the Main Website Section Homepage



Masthead for the Counseling Professionals Website Section



Masthead for the Community Website Section

