

L A K E P O I N T E C H U R C H

TWENTYTWENTYSIX

REFRESH

CONCEPTS + ART DIRECTION



lakepointe is a

MOVEMENT

for all people to

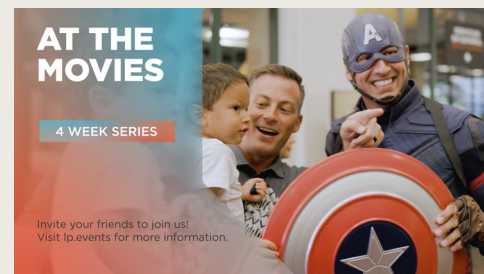
**KNOW GOD
FIND FREEDOM
DISCOVER CALLING
MAKE A DIFFERENCE**

where we've been

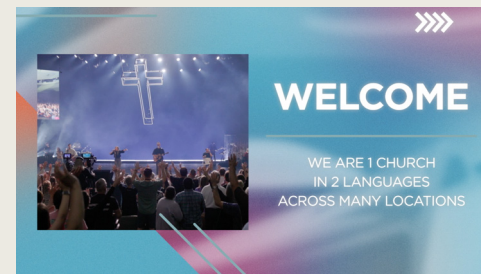
2022



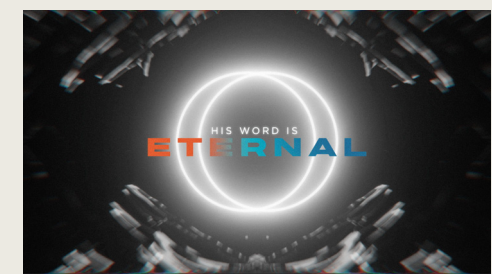
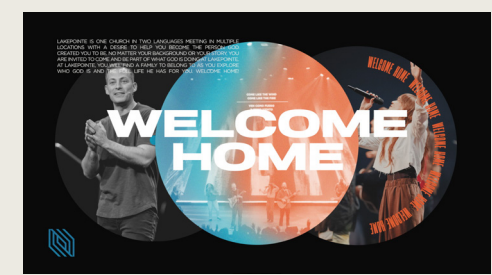
2023



2024



2025



+ where we're going

THE GOAL FOR 2026:

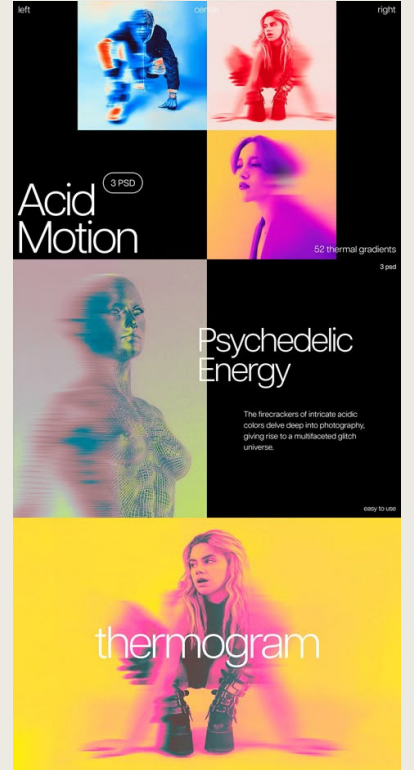
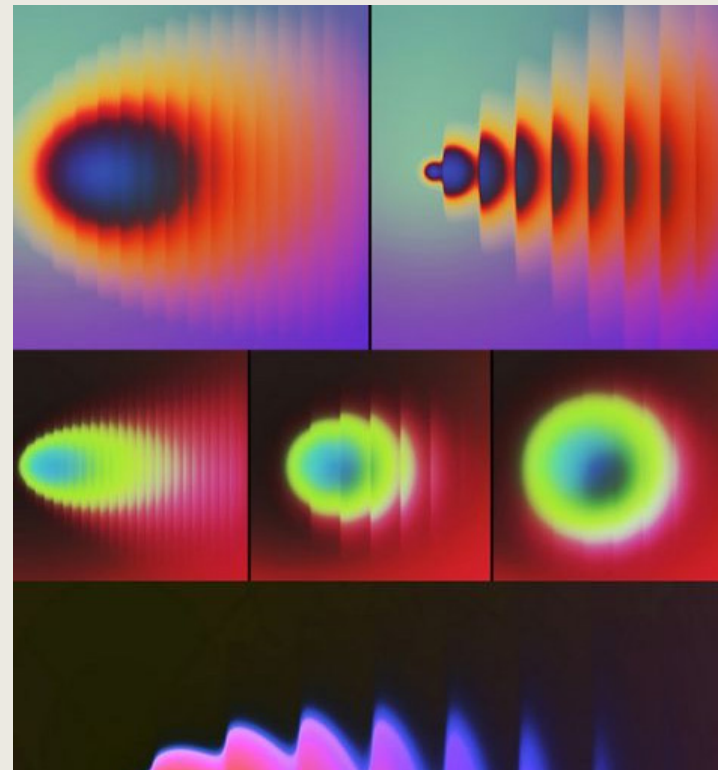
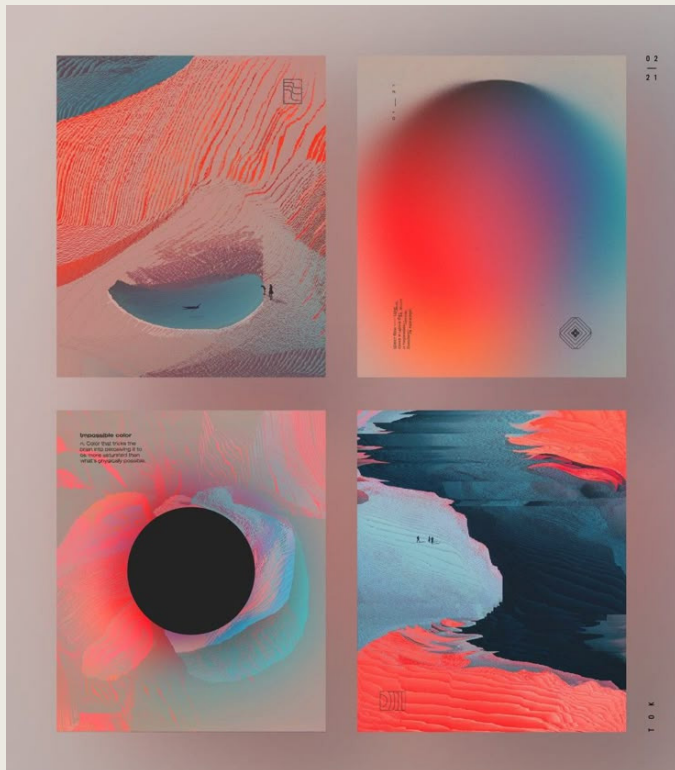
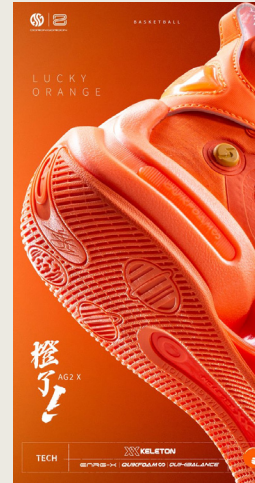
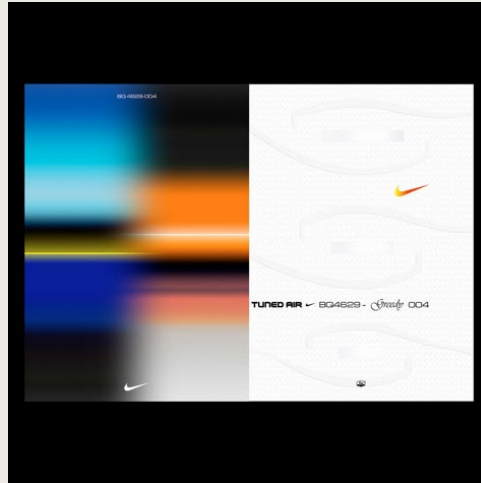
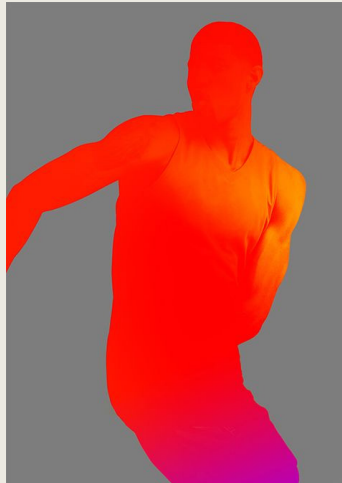
As Lakepointe continues to spread and new church homes are being built in high-density East Dallas communities, we wanted to express the continual momentum of Lakepointe's mission for people to Know God, Find Freedom, Discover Calling, and Make a Difference as it grows and expands in the DFW area in a *fresh, bright, and revitalizing way* in contrast to 2025's visual theme.

THE CONCEPT:

We wanted a design that articulates three key elements:

1. A **color palette** that conveys the **vigor and spiritual richness** of the Jesus-following, Bible-loving believers that faithfully make up the Lakepointe community.
2. A **typeface collection** that speaks to the **boldness** of Lakepointe's vision while maintaining flexibility and variety for different context-dependent voices and themes (i.e. celebration of baptisms, inspiring social quotes, sermon graphics, etc)
3. A **design language** that expresses the **motion, movement, and vitality** of Lakepointe's growing mission and rapid development in the DFW area.

[MOOD BOARD]



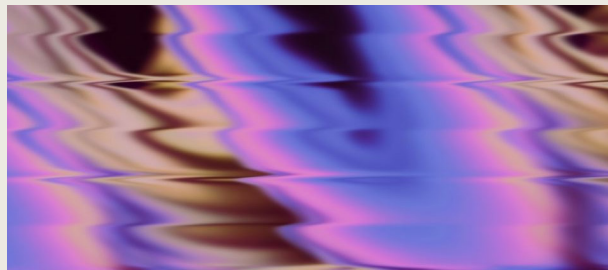
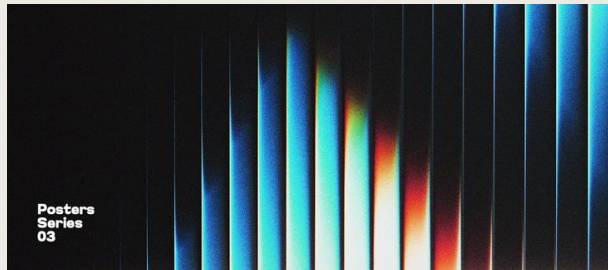
[THE DNA OF TWENTYTWENTYSIX]

the “dispersion”

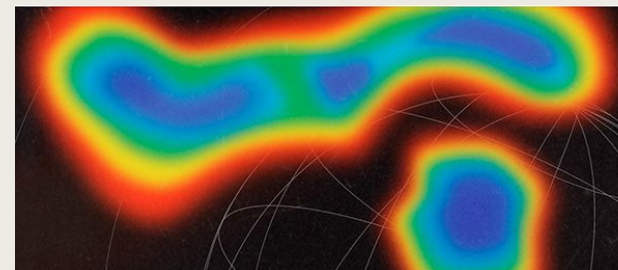
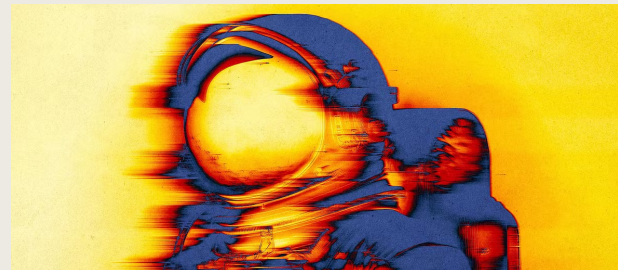
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the “heatmap”

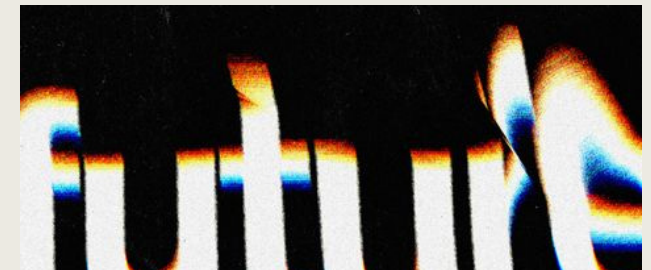
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the “blur”

The dispersion effect adds a distinct measure of **contrast, depth, and focus** to the look. It also serves as a counterpoint to the “blur” element of the look by adding sharp and definitive edges that help constrain shape and form across any design.

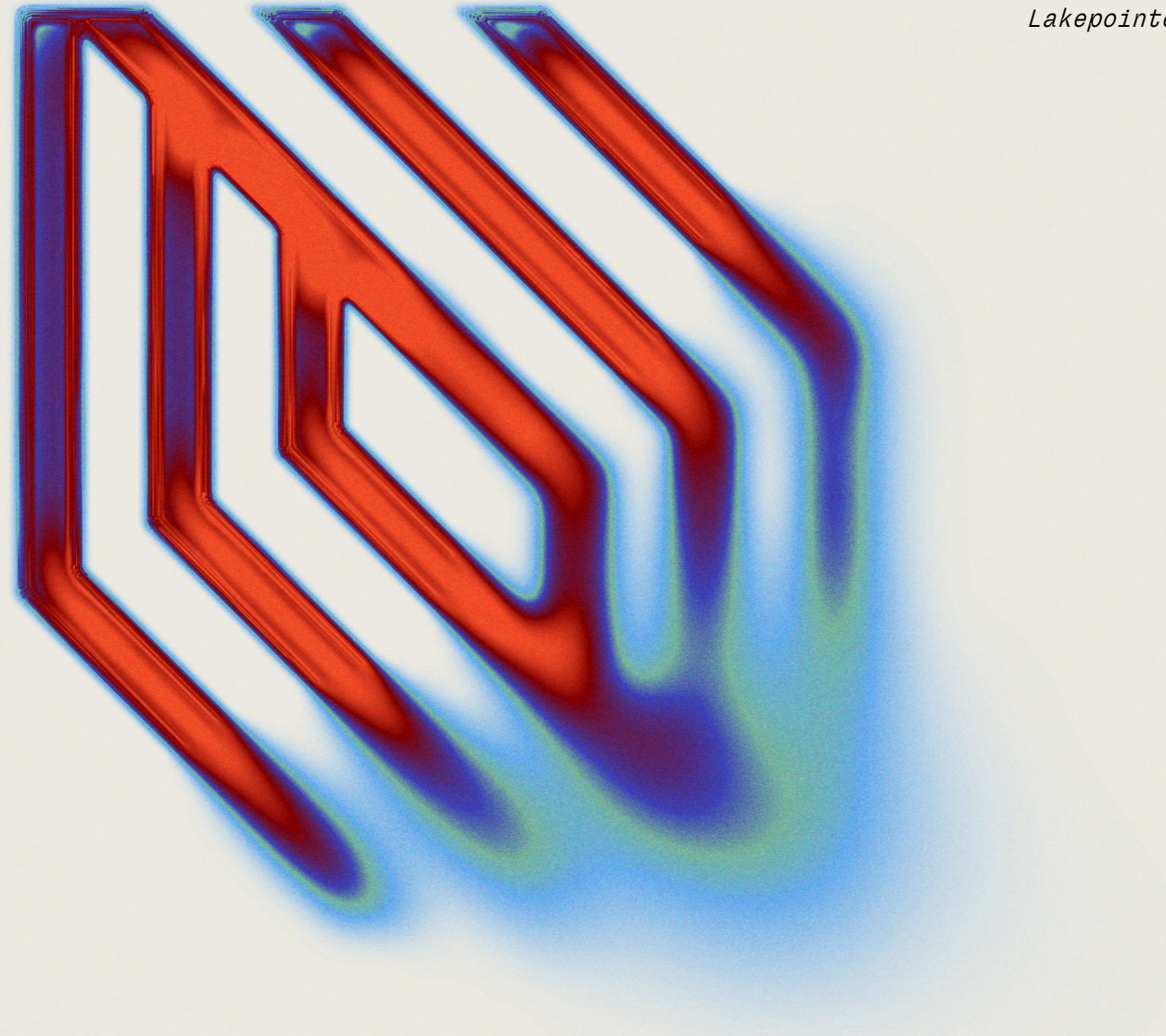


A heatmap is “a data visualization technique that uses color to represent the magnitude of values within a dataset, often in a two-dimensional grid format.” We incorporate this effect to produce **color, value, and energy** to the look in a way that is both rich, interesting, and colorful.



The blur effect serves to evoke the feeling of **movement, excitement, and dynamicness** of Lakepointe’s action-oriented vision and mission. In a counterpoint to the dispersion effect’s rigidity and structure, the blur element provides a softness and welcoming nature to designs in physical spaces (i.e. lobby signage and parking directives).

[THE DESIGN IN PRACTICE]



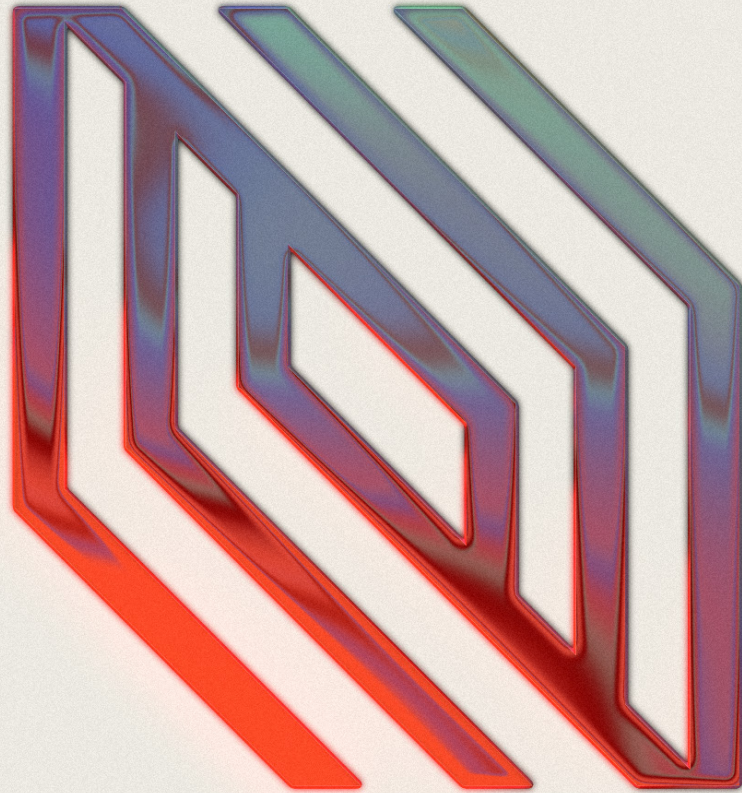
Lakepointe Logo Icon Concept

[THE DESIGN IN PRACTICE]



IMAG - LP News Stinger concept

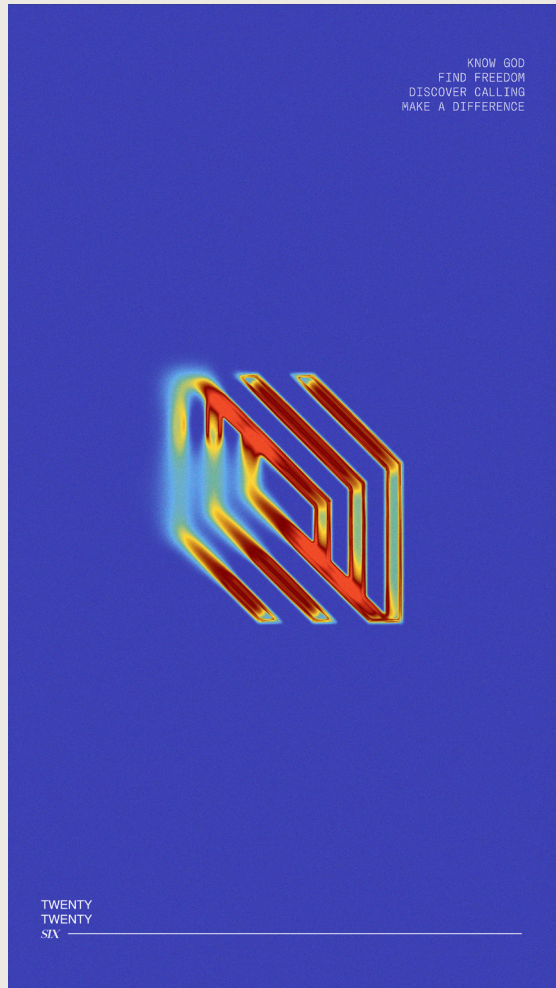
[THE DESIGN IN PRACTICE]



*Lakepointe Dispersion Logo Icon +
East Dallas Window Cling mockup*



[THE DESIGN IN PRACTICE]

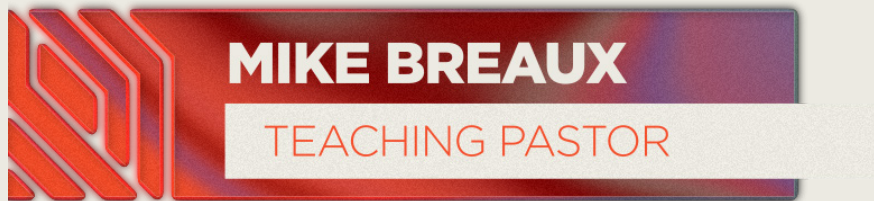
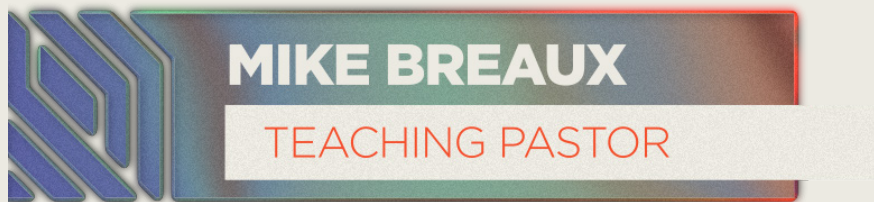


RW Concourse "Share Your Story" slide

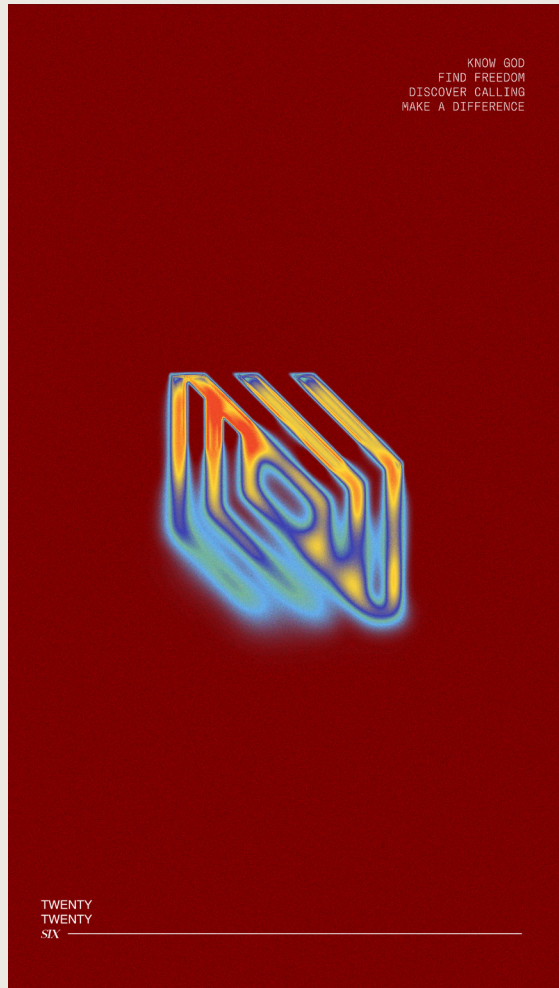


[THE DESIGN IN PRACTICE]

Lower Third Name Plate mockup



[THE DESIGN IN PRACTICE]



*"Night of Prayer & Worhsip" mockup
I-30 billboard ad*

MADE WITH LOVE BY

Jeshua Horca

