

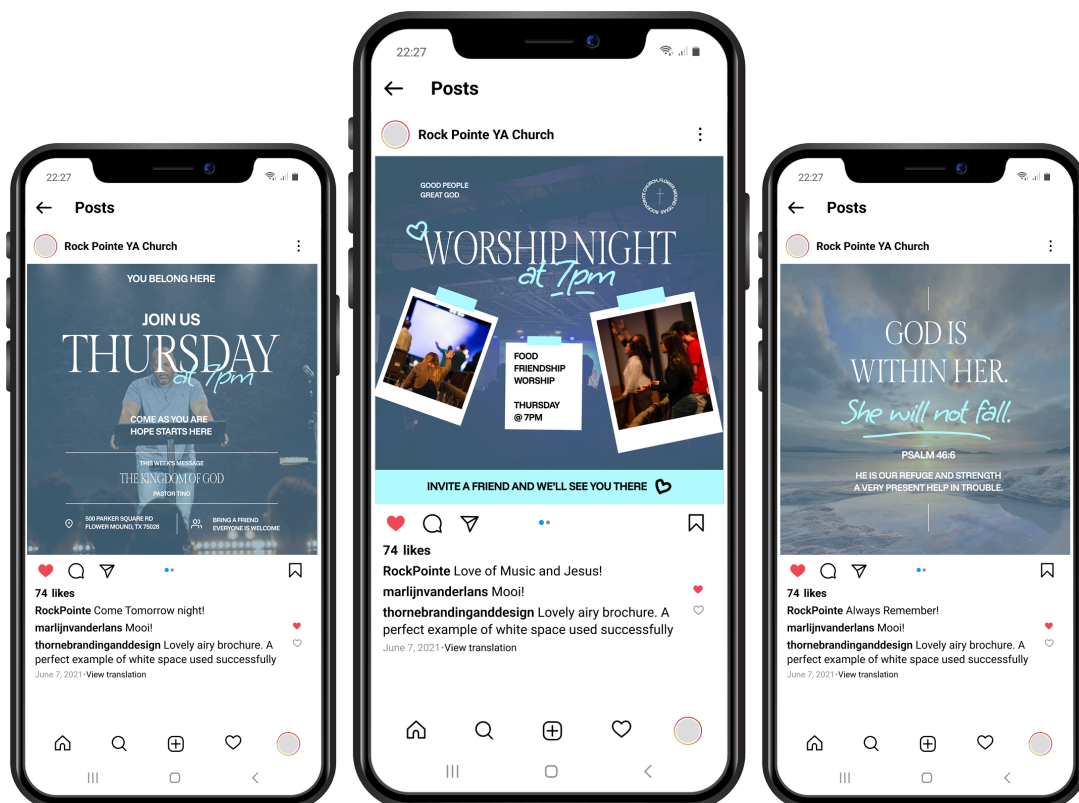
# RockPointe Church

Made by Cassie Bonacci  
Social Media Marketing Campaign Deliverable

## Project Overview

This deliverable includes a collection of social media marketing designs created for RockPointe Church. The purpose of this campaign is to promote weekly services, worship nights, community events, and church engagement through a cohesive and visually impactful social media presence.

The designs were created with a welcoming, modern, and uplifting visual style that reflects the church's mission of creating community, encouraging faith, and helping people feel connected and inspired.



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## Design Goals

- Create a cohesive and recognizable social media presence
- Encourage community interaction and attendance
- Promote church services, worship nights, and events
- Design content that is visually engaging and easy to understand
- Maintain a warm, inviting, and faith-centered visual identity

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## Visual Style

The campaign uses:

- Soft, atmospheric color palettes
- Bold and elegant typography
- Consistent branding elements
- Worship and community-centered imagery
- Clean layouts optimized for social media engagement

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## Software Used

- Figma
- Adobe Photoshop

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## File Information

All assets were designed for digital and social media use. Files are organized and prepared for presentation, promotion, and online engagement purposes.

GOOD PEOPLE  
GREAT GOD



# WORSHIP NIGHT *at 7pm*



**FOOD  
FRIENDSHIP  
WORSHIP**

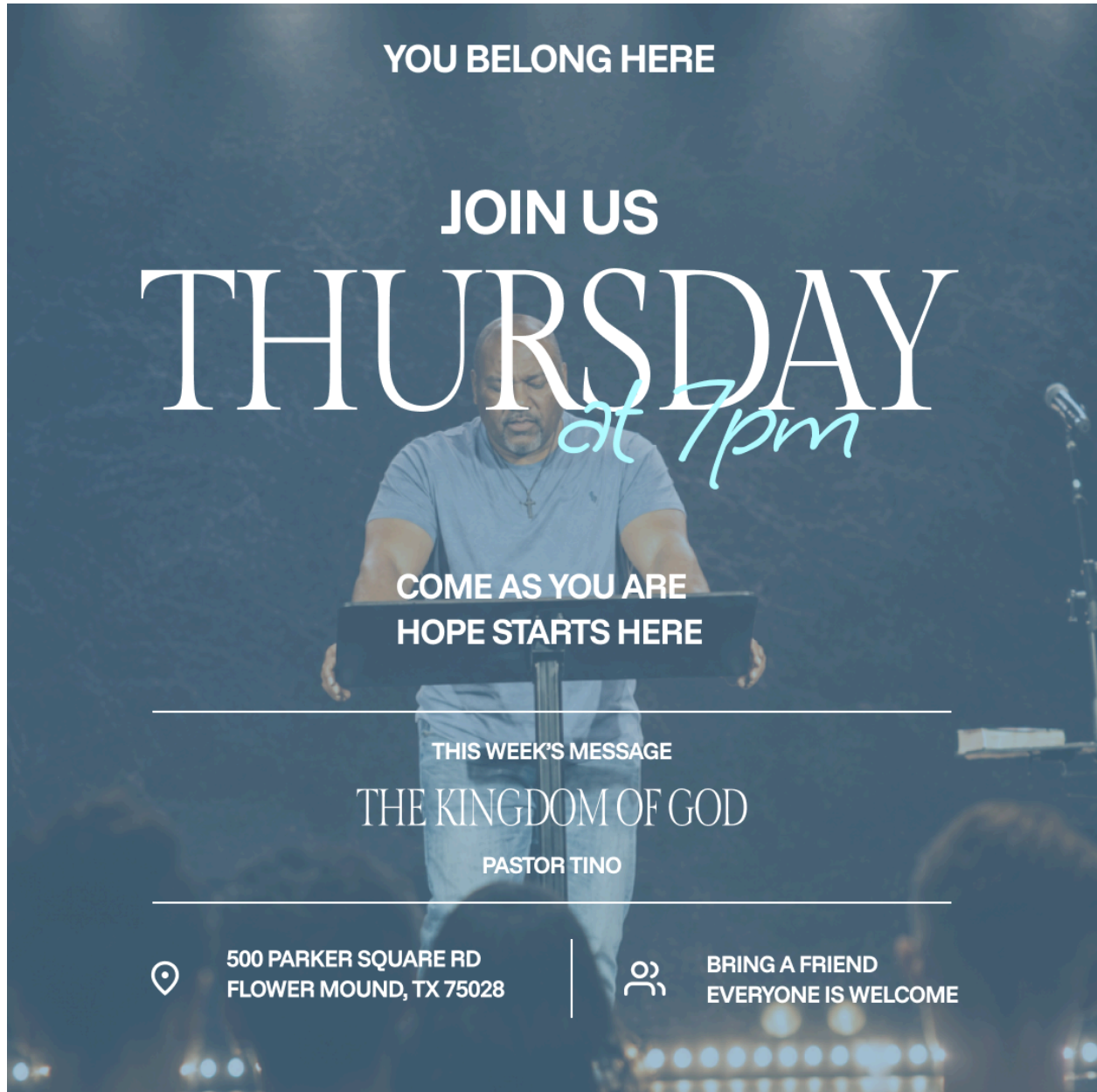
**THURSDAY  
@ 7PM**



**INVITE A FRIEND AND WE'LL SEE YOU THERE** 

### **Worship Nigh Post**

This social media design was created to promote RockPointe Church's weekly worship night in a welcoming and community-focused way. The design combines modern typography, worship photography, and layered collage elements to create an engaging and youthful visual style. Soft blue tones and handwritten accents help communicate a calm and inviting atmosphere while highlighting connection, worship, and fellowship within the church community.



### Thursday Night Service Post

This social media design was created to promote RockPointe Church's Thursday night service in a modern and inviting way. The design combines atmospheric stage photography, bold typography, and clean layout structure to create a strong visual hierarchy that quickly communicates important service information. Soft blue overlays and minimal design elements help create a welcoming and uplifting atmosphere while encouraging community, worship, and connection within the church.



**Bible Verse Post**

This scripture-based social media design was created to inspire and encourage the RockPointe Church community through a calming and uplifting visual message. The design combines peaceful landscape imagery, elegant typography, and soft blue tones to create a reflective atmosphere centered around faith and encouragement. The visual hierarchy emphasizes the scripture verse while maintaining a clean, modern layout optimized for social media engagement and shareability.

Thank you for the opportunity to create this social media campaign for RockPointe Church.

The provided deliverables were designed to support the Church's online presence through engaging, cohesive, and community-focused social media content. All final assets included in this package are prepared for digital and promotional use.

Please feel free to reach out with any future design updates, additional marketing materials, or branding needs.

Thank you again for your time and collaboration.

— Cassie Bonacci  
UI/UX Designer & Visual Designer

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