



BUILDING YOUR FAITH FAMILY BRAND

A Simple Guide for Building a Home That Lasts

STONEWATER
CHURCH



S

If God is **First & Best**, then all my relationships reflect that fact starting at home and moving outward.

During this series, *Families Built to Last*, we will create a faith family brand.

This is a simple guide for building your brand and building a home that lasts.

Every house is built piece by piece:

First, the **foundation** is poured.

Then, the **frame** goes up.

A **roof** protects what's inside.

The **finishes** make the house welcoming.

And the **porch** connects the home to the world outside.

In the same way, every family is building something with their lives.

The question isn't if we're building a family culture — it's which family culture we're building.

This guide is designed to help your family talk about what kind of home you want to build. Whether you live alone or have a house full of people, **God cares deeply about the culture of your home.**

You don't have to have all the answers. The goal is simply to start a conversation and begin building your home intentionally.

If you live alone, consider inviting your group or a few close friends to walk through this guide with you and share your thoughts together.

The background of the entire page is a light gray architectural drawing. It features a grid of lines, various geometric shapes, and technical annotations such as 'hp=100', '00.00', and '140'. The drawing appears to be a floor plan or a section of a building, with some areas shaded with a fine grid pattern.

DEUTERONOMY 6:4-7 (ESV)

Hear, O Israel: The Lord our God, the Lord is one. You shall love the Lord your God with all your heart and with all your soul and with all your might. And these words that I command you today shall be on your heart. You shall teach them diligently to your children, and shall talk of them when you sit in your house, and when you walk by the way, and when you lie down, and when you rise.



THE FOUNDATION

The Foundation

What Everything in Our Family Is Built On

Jesus said the wise person builds their house on the rock. When storms come, that house stands firm. But the one who builds on sand eventually collapses.

Every family builds their life on something. The foundation of a family is what you believe about God, what matters most, and what ultimately guides your decisions.

When your foundation is strong, your family can stand through hard seasons.

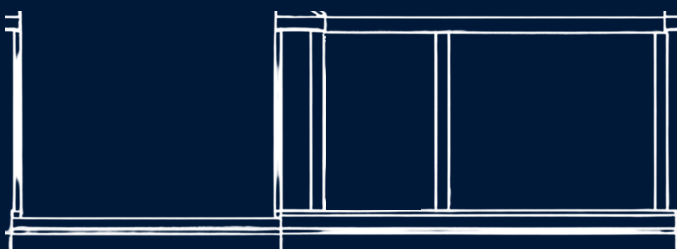
Talk About It

First, read **Matthew 7:24–27** together.

Next, discuss:

- What do we believe about God?
- What do we want our family to build our lives on?
- What do we want to be true about our family, no matter what happens?

Now, write your thoughts:



THE FRAMEWORK

The Framework (The Walls)

How We Live Together Inside Our Home

The framework of a house gives it shape and structure. It determines how everything fits together.

The framework of a family is how we treat each other inside our home. It includes the attitudes we carry, the way we talk to each other, and the environment we create every day.

Colossians tells us to clothe ourselves with compassion, kindness, humility, patience, forgiveness, and love. These are the walls that hold a strong family together.

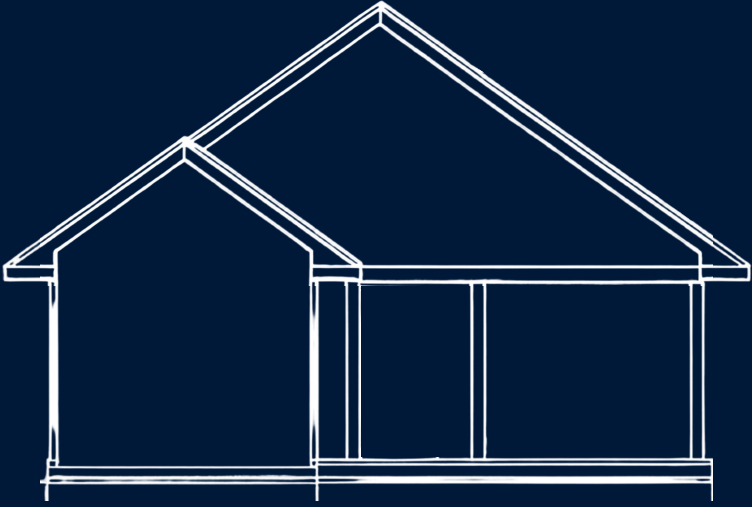
Talk About It

First, read **Colossians 3:12–17** together.

Next, discuss:

- How do we want to treat each other in our home?
- What attitudes should define our family?
- How do we want to respond when things get hard?

Now, write your thoughts:



THE ROOF

The Roof

How We Protect Our Family Spiritually

A roof protects a house from storms, wind, and everything that could damage what's inside.

Families face storms too — things that can weaken our faith, strain our relationships, or pull our attention away from God. Scripture reminds us that our struggle isn't just against what we see, but against forces that want to pull us away from God.

That's why God gives us protection through prayer, truth, faith, and His Word.

The roof represents the **faith habits and boundaries** that help protect our home.

Talk About It

First, read **Ephesians 6:10–18** together.

Next, discuss:

- What helps our family stay connected to God?
- What **faith habits** should our family practice regularly?
- Are there things we should guard our home from?

Now, write your thoughts:



FINISHES

The Finishes (The Doors & Windows)

How Others Experience Our Family

The finishes of a house are the parts people experience when they come inside – the doors, the windows, and the atmosphere.

Every family has an environment that others feel when they are around you.

Galatians describes the fruit of the Spirit: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control.

When God is shaping our hearts, these qualities become what others experience through us.

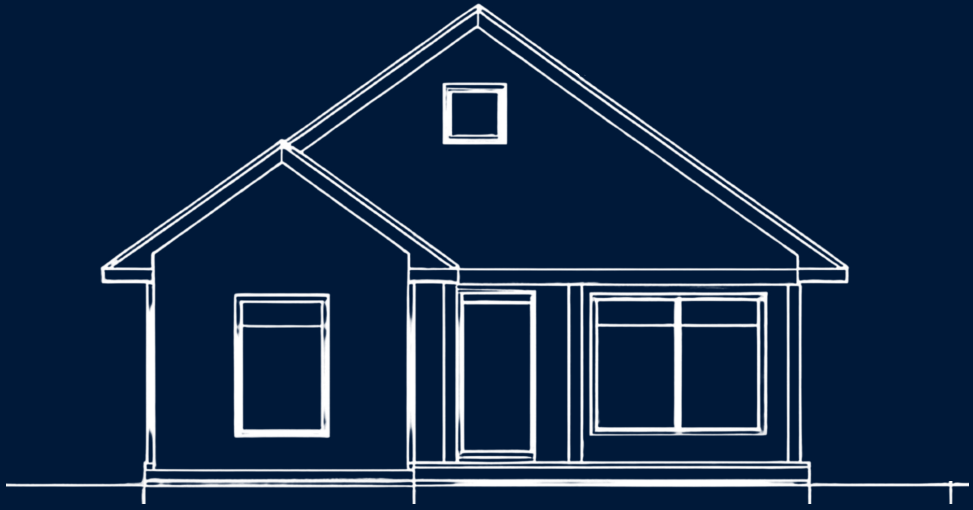
Talk About It

First, read **Galatians 5:22–23** together.

Next, discuss:

- When people spend time with our family, how do we want them to feel?
- What kinds of influences do we want to welcome into our home?
- Are there things we should guard our home from?

Now, write your thoughts:



THE PORCH

The Porch

Our Family's Mission to the World

"But as for me and my house, we will serve the Lord."

Joshua 24:15.

The porch is where the house connects with the outside world. It's where neighbors are welcomed, conversations happen, and people gather.

God designed families to be more than inward-focused. He calls us to love others, serve people, and reflect Him in the world around us.

The porch represents how your family will live out your faith beyond the walls of your home.

Talk About It

First, read **Joshua 24:15** together.

Next, discuss:

- How can we serve others?
- What kind of difference do we want to make?
- How can we show God's love to people around us?

Now, write your thoughts:

CREATING YOUR FAMILY BRAND BOARD

To help remember what you talked about, we encourage families and everyone to create a **Family Brand Board** that is displayed in your home.

It could be a short **family statement** or **phrase**, or it could be **words that define** your family brand.

The goal is to create something that reminds your family what you're building together.

OPTION 1: A STATEMENT

Create a short statement that describes what your family is about.

Use this format:

Our family follows...

We are a family that...

We exist to...

Example:

- Our family follows Jesus.
- We are a family that chooses kindness and forgiveness.
- We exist to love people and serve God.

Write your family brand statement:

OPTION 2: DEFINING WORDS

Some families prefer something even simpler – choosing a word or words that define your faith family brand.

Foundation:

What we believe (Matthew 7:24–27)

Examples:

- Faith
- Jesus
- Truth
- God’s Word
- Trust

Our word:

Framework:

How we treat each other (Colossians 3:12–17)

Examples:

- Kindness
- Respect
- Forgiveness
- Patience
- Love

Our word:

Roof

How we protect our faith (Ephesians 6:10–18)

Examples:

- Prayer
- Scripture
- Faith
- Armor
- Trust

Our word:

Finishes

How others experience our home (Galatians 5:22–23)

Examples:

- Joy
- Peace
- Kindness
- Encouragement
- Hospitality

Our word:

Porch

Our mission to the world (Joshua 24:15)

Examples:

- Serve
- Love
- Welcome
- Share
- Light

Our word:

Remember

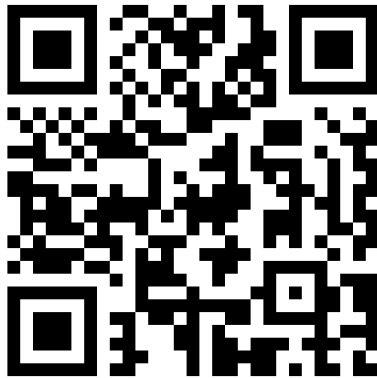
Your faith family brand doesn't have to be perfect.

The goal isn't to come up with impressive words or phrases — it's to intentionally decide **what kind of home you want to build together and make it memorable.**

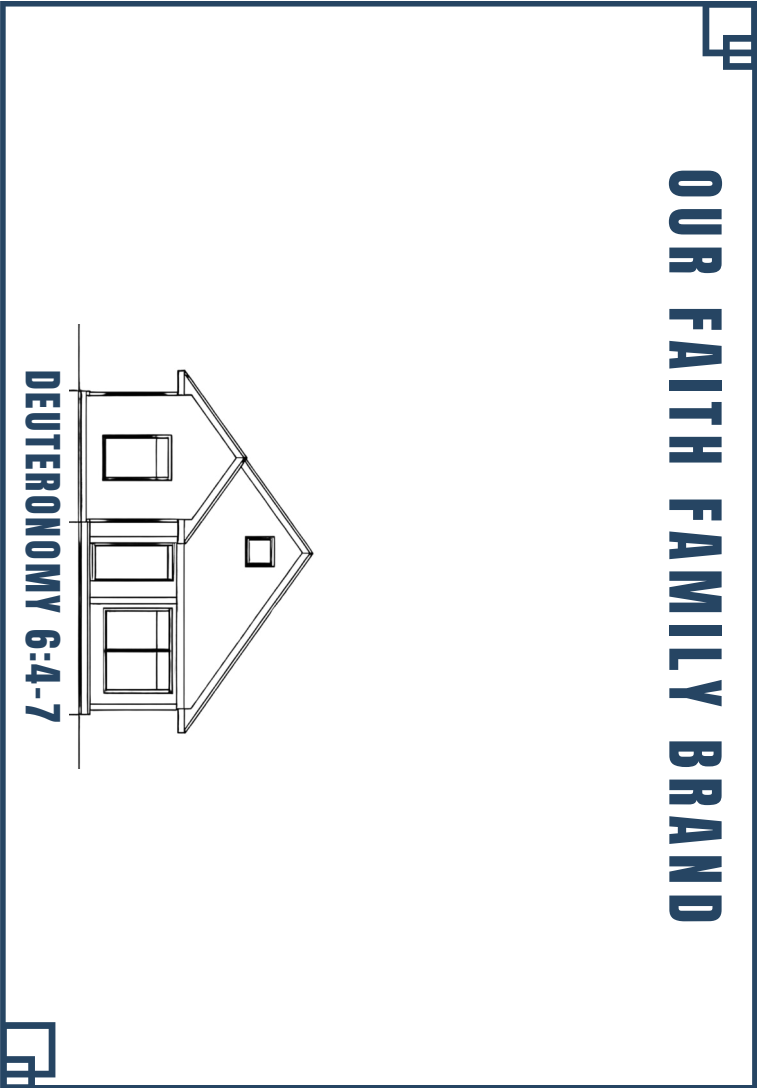
Your board becomes a reminder of the foundation you're standing on and the future you're building.

Build a home that honors God and loves people.

For creative ideas on how to display your brand visit



stonewaterchurch.com/fuelup



Another option is to write your Faith Family Brand inside this frame. Cut it out, place it in a frame and display it as a reminder.

