

CENTRAL PRESBYTERIAN CHURCH

BRAND DEVELOPMENT

MARCH - MAY, 2018

CENTRAL PRESBYTERIAN CHURCH

Predesign - Discovery

APRIL 17, 2018

GATHER RESOURCES, INSIGHT, AND
DIRECTION TO GUIDE DEVELOPMENT.

STAFF/COMMITTEE QUESTIONNAIRE
WHO ARE WE? WHO DO WE WANT TO BE?

Key Narratives

MAY 1, 2018

We put our faith into action
by nurturing spiritual growth and
reflecting the call of God to serve
our neighbor.

We transform our communities
by promoting social justice and
engaging others in ministries of service.

We invite everyone to the table,
sharing fellowship, worship, meals,
music and works as one body.

DEFINING THE TONE AND STYLE OF CENTRAL

CONCEPT ONE LEGACY

Remaining consistent with established identity.



CONCEPT TWO EVOLUTION

Countering perceived weaknesses, building new.



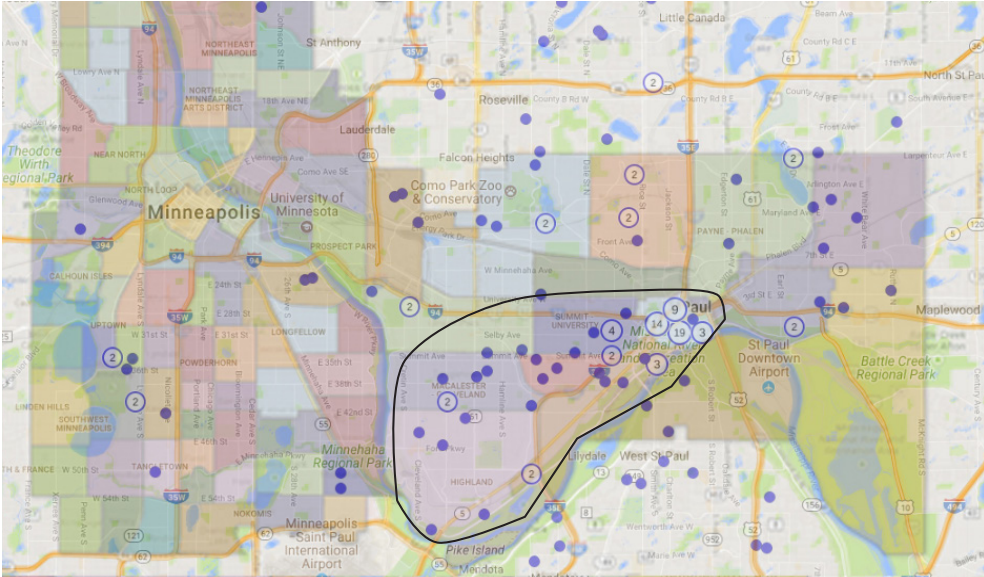
CONCEPT THREE ABSTRACT

Loose vision defined, allow for interpretation.

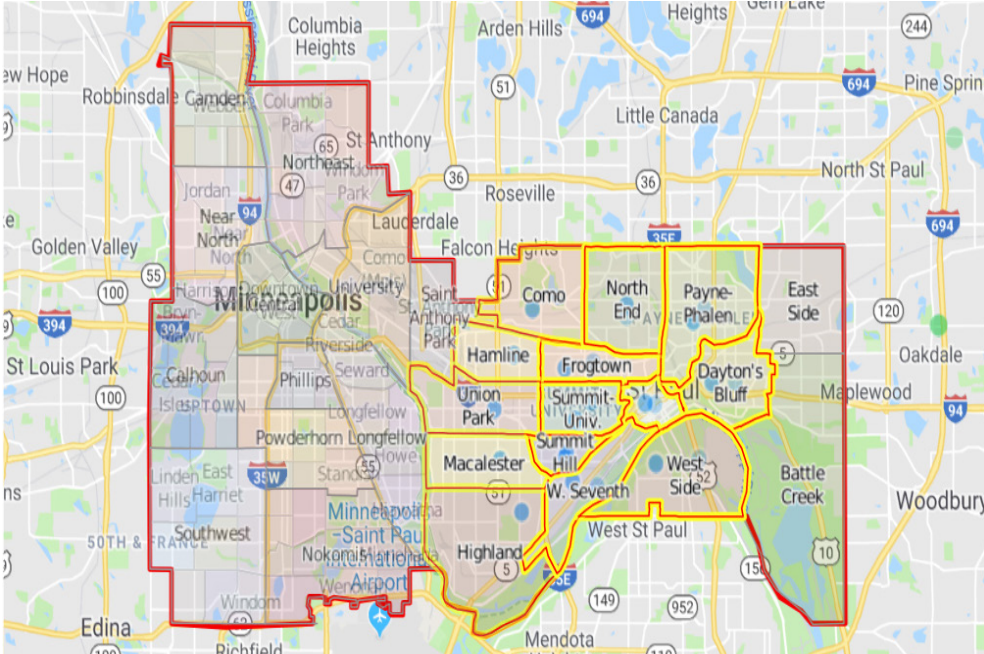


EXPLORING DEMOGRAPHICS

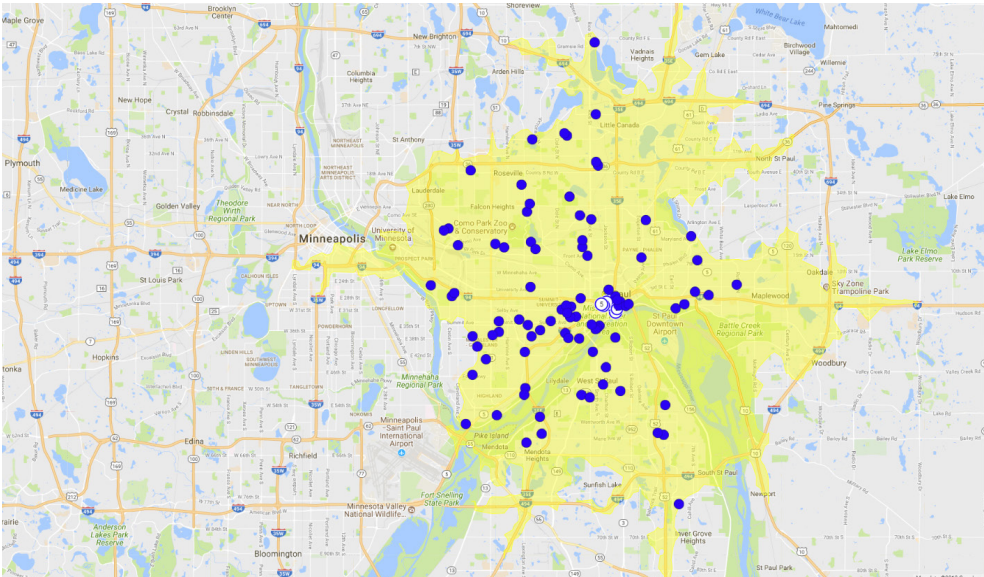
Neighborhoods currently served by Central.



Neighborhoods where data reports were accumulated.



Areas people will travel to Central (15 minutes)



STANDOUT STATISTICS

- DOWNTOWN - least number of homes with children (93%)
- PAYNE PHAYLEN - has the most children (32%)
- DOWNTOWN - highest resident turnover (35% less than a year)
- SUMMIT HILL - highest concentration of retiring age (39% are 65+)
- SUMMIT UNIVERSITY - highest percentage of blacks (32%)
- WEST SIDE - highest percentage of hispanics (29%)
- MACALISTER GROVELAND - highest income (39% earn over \$100k)
- DOWNTOWN - 30% of households have no vehicle
- FROGTOWN - lowest educated (28% have no high school diploma)
- DOWNTON / DAYTON'S BLUFF - highest educated (47% having degree)

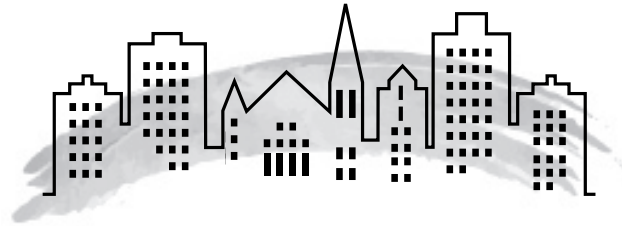
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Phase One - Logo Concepts

MAY 1, 2018

EXPLORE THE STRUCTURE OF DESIGN ONLY,
WITHOUT INFLUENCE OF COLOR.

BUILD UPON EXISTING LOGO CONCEPT
(THE CITY SKYLINE)



Central
Presbyterian Church



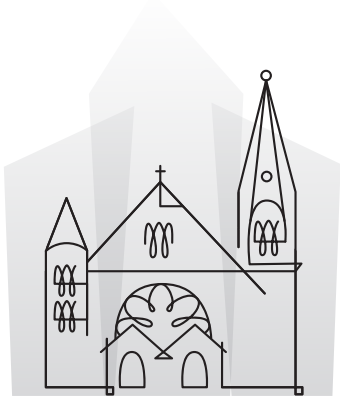
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In the City, for Good.

EXPLORE THE CITY SKYLINE RAISING AWARENESS TO
OUR SERVICE / MISSION BASED FOCUS?



BUILDING ON CITY PRESENCE,
WITH A SOFTER - MORE HUMAN TOUCH



Central

PRESBYTERIAN CHURCH

Central

PRESBYTERIAN CHURCH

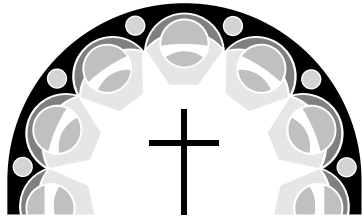
in the city for good!



Central

PRESBYTERIAN CHURCH

DESIGN INSPIRED BY THE POPULAR
STAINED GLASS WINDOW



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PRESBYTERIAN CHURCH



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MOVE AWAY FROM ICONOGRAPHY,
ADOPT EVOLVING ART STYLE AND WATERCOLOR



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PRESBYTERIAN CHURCH

GROWTH IS A COMMON THEME IN THE CHURCH,
EXPLORE INFLUENCE OF NATURE

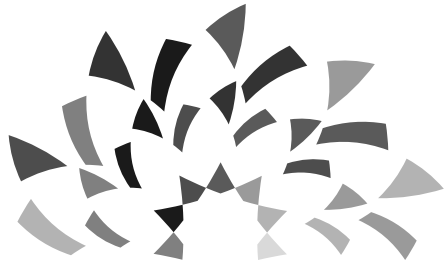


CENTRAL
PRESBYTERIAN CHURCH

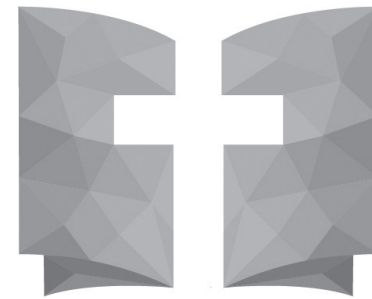


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EXPLORE ABSTRACT CONCEPT OF MOSAICS - PEOPLE COMING FROM DIFFERENT BACKGROUNDS, VARIOUS SERVICES, ETC.



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GO ENTIRELY AWAY FROM ICONOGRAPHY,
EXPLORE TYPOGRAPHY PERSONALITY.

central
presbyterian church

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Shortlist Discussion

MAY 1, 2018

(MORE THAN 1 VOTE)



PRESBYTERIAN CHURCH



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Presbyterian Church

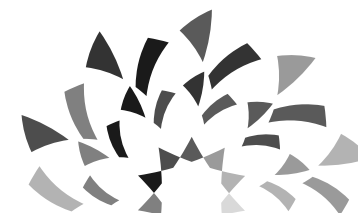


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PHASE ONE

Shortlist Decision

MAY 1, 2018

(HIGHEST SCORES IN BOTH)

19 concepts presented

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Phase Two - Concept Refinements

MAY 15, 2018

REVIEW REQUESTED REFINEMENTS,
AGAIN WITH ONLY STRUCTURE SHOWN

EXPLORE DIFFERENT STYLE OF HANDS
TO REPRESENT CHARITY & SERVICE.

ORIGINAL



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REVISIONS



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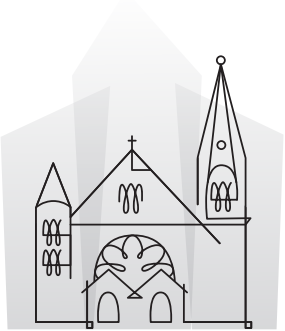


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SHRINK 'T' TO FIT LETTERING BETTER,
REVISE BUILDING SKETCH TO BE LESS 'CHILD-LIKE'.



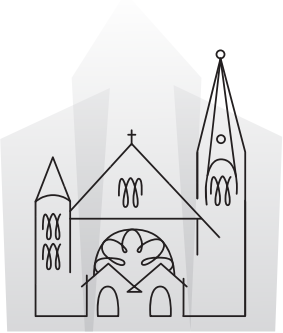
Central

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Central

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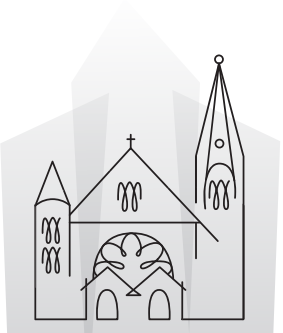
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REVISE DESIGN TO MAKE DOORS MORE
EASILY RECOGNIZABLE.



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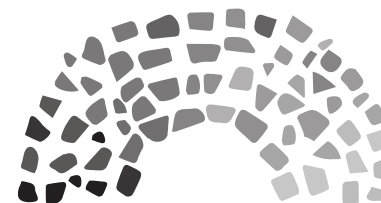
CENTRAL PRESBYTERIAN CHURCH

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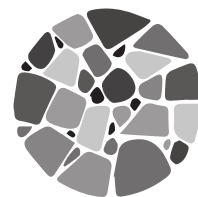
EXPLORE TYPOGRAPHY TO UTILIZE A SERIF FONT SIMILAR TO CURRENT PALATINO LINOTYPE USED BY CENTRAL.



EXPLORE DIFFERENT MOSAIC STYLES TO REPRESENT
LESS OF A 'CONFETTI' FEEL.



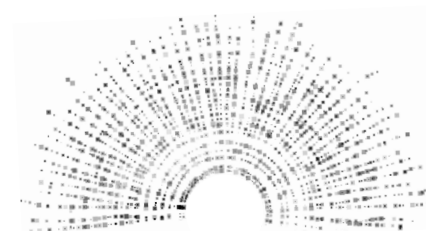
CENTRAL
PRESBYTERIAN CHURCH

The word "CENTRAL" is written in a large, serif font, and "PRESBYTERIAN CHURCH" is written in a smaller, all-caps, serif font below it.

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PRESBYTERIAN CHURCH

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PRESBYTERIAN CHURCH

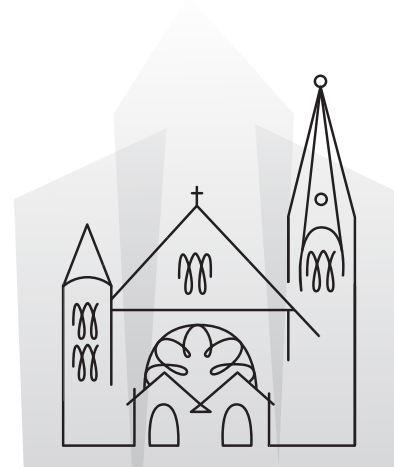
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PRESBYTERIAN CHURCH

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Shortlist Discussion

MAY 15, 2018



Central

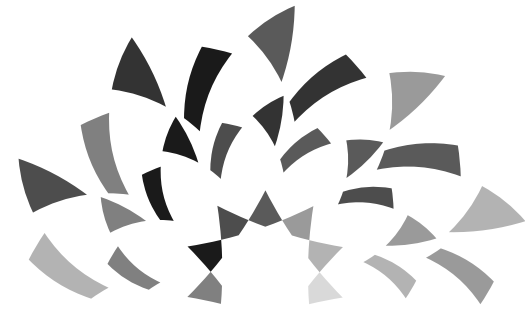
P R E S B Y T E R I A N C H U R C H

IDEOLOGY REPRESENTED

Our historic church within the context of the growing city around us. Our presence is defined by first ther most iconic and recognizable - *structure*.

Shortlist Discussion

MAY 15, 2018



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IDEOLOGY REPRESENTED

Abstract design inspires many ideas. Shapes are different sizes, shapes and colors, coming from many places (like the diversity we so desire.) Feels open and airy, like musical movements. Elements are coming together around a common idea or 'to the table' where we share meals, worship, etc (OR) they are spreading out from the church to engage others. Inspires aesthetic of the stained glass windows or people seated in our curved sanctuary.

Shortlist Discussion

MAY 15, 2018



CENTRAL PRESBYTERIAN CHURCH

In the City, for Good.

IDEOLOGY REPRESENTED

Emphasis on the doors - open inward to invite and welcome visitors in, or open outward to bring the word of God out and put our faith into action in the community around us.

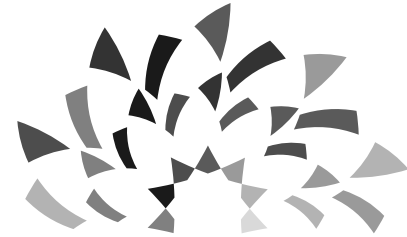
PHASE TWO

Final Decision

MAY 15, 2018

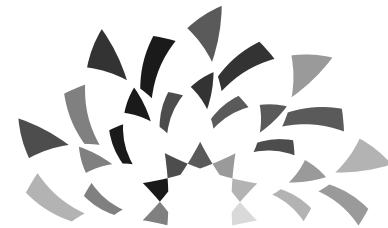
(UNANIMOUS STAFF DECISION)

27 refinements presented



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Phase Three - Color Modeling

MAY 22, 2018

SHOW COLOR VARIATIONS ON SELECTED LOGO
TO EXPLORE PERSONALITY, TONE AND STYLE.

EXPLORE COLOR APPLICATION TO EVOKE ENERGY,
STYLE AND PERSONALITY.

FULL COLOR

Due to digital marketing emphasis and affordability of color printing, no limit was applied to color selection.



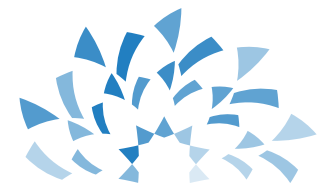
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ALTERNATIVE COLOR USE

Multi-color logo will allow each ministry to have an individual theme to strengthen its position.



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MUSIC MINISTRY



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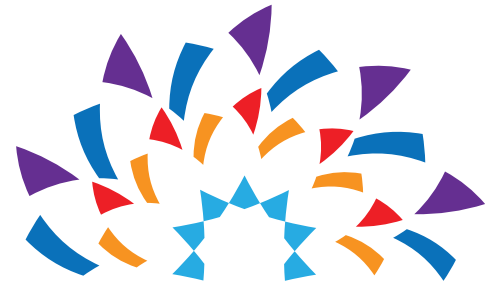
DISCUSS HOW COLOR APPLICATION CAN AFFECT FLOW AND STYLE (EXAMPLES ARE THE SAME COLOR PALETTE).

LEFT TO RIGHT
Showcases movement,
evokes feeling of evolution.



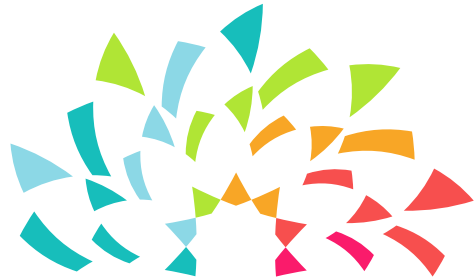
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ALTERNATIVE COLOR USE
Radiates growth, evokes feeling of
rainbow or sunrise.



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YOUTHFUL, HIGH ENERGY, ATTENTION GRABBING



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ENERGY

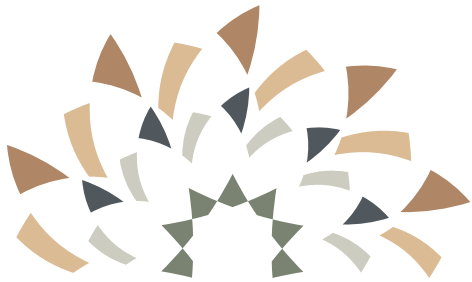


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VIBRANT



CONSERVATIVE, CALMING, MUTED TONES
REFLECTIVE OF CENTRAL INTERIORS



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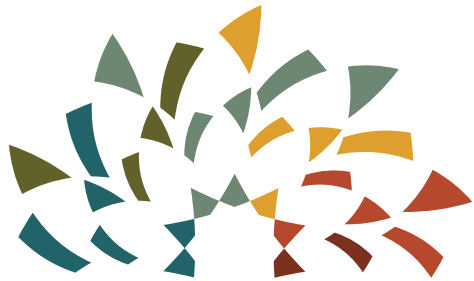
INTERIORS 



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VINTAGE 

RICH, NATURAL, HISTORICAL COLORS



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TUSCAN 



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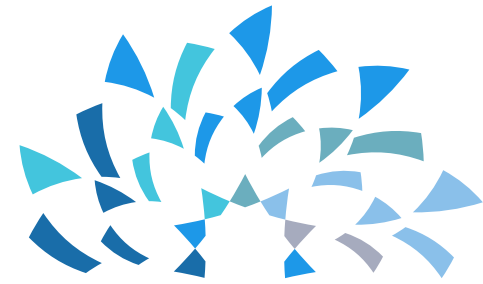
SUNFLOWER 

MONOCHROMATIC BLUES INSPIRED BY QUESTIONNAIRE



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CARIBBEAN 



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MONOCROMATIC 

Shortlist to Refine

MAY 22, 2018

15 concepts presented



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VIBRANT 



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TUSCAN 

CENTRAL PRESBYTERIAN CHURCH

Phase 4 - Color Refinement

MAY 29, 2018

FINAL DETAILING!

LIKE ENERGY, BUT MAY BE TOO BOLD.
EXPLORE SOFTENING THE VIBRANCY.



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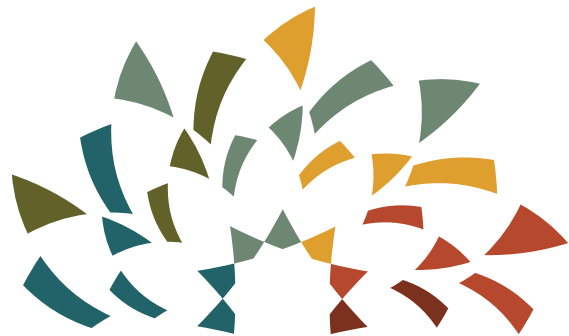
VIBRANT 



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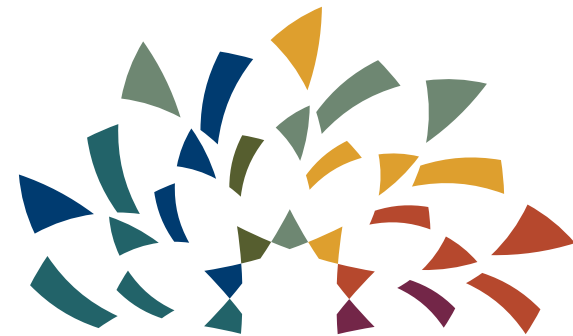
VIBRANT2 

GREEN IS TO 'SWAMPY, EXPLORE CHANGE OTHER GREENS
(RETONED, REDUCED PROMINANCE AND INTRODUCED BLUE)



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TUSCAN ■ ■ ■ ■ ■ ■ ■



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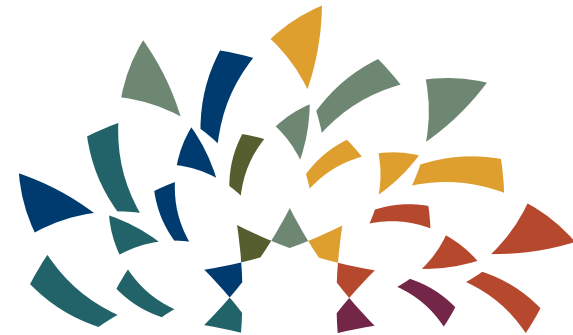
TUSCAN2 ■ ■ ■ ■ ■ ■ ■

PHASE FOUR
Final Decision

MAY 29, 2018

(UNANIMOUS STAFF DECISION)

3 refinements presented



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TUSCAN2 

CENTRAL PRESBYTERIAN CHURCH

Identity Manual

WORK IN PROGRESS

WILL OUTLINE LOGO OPTIONS,
RULES AND RESOURCES.

LOGO VARIATIONS

