






Logo Concepts - Phase One

MAY 1, 2018

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SELECTED FOR
PHASE TWO DESIGN

	Inspiration	Comments	Score
	<p>Skyline, show Central's position as a prominent place within it.</p>	<p>Feels like what we already have, so why bother with change?</p>	<p>NMC - 2</p>
	<p>St. Paul skyline, yet focus is on our mission and service to people.</p>	<p>Like the idea of 'service', however needs to softer approach, less harsh. Concerns about diversity, how do we address it shows two white hands.</p>	<p>NMC - 3</p>
	<p>Focus on the hand of Jesus, taking the hand of Jesus to follow him or our hand helping others.</p>	<p>Concept of hands feels cliché and unoriginal - common among charities and non-profits.</p>	
	<p>Building off of Tina's concept, watermark brings color, showing high rise buildings fading into sky. Font base is similar to Central standard, with a fresh loose touch.</p>	<p>STAFF Would like to see more refined building sketch - less child like. Like fonts, would like to see the 'T' cross less prominent.</p>	<p>Staff - 7 NMC - 3</p>
	<p>Evolution which removes building sketch and reformats loose text to create a focal point cross.</p>	<p>Would like to see cross less prominent.</p>	



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	<i>Inspiration</i>	<i>Comments</i>	<i>Score</i>
	<p>Marriage of several concepts.</p>		
	<p>Stain glass, a common focal point of Central's structure.</p>	<p>Well done, but feels reminiscent of an old Central logo.</p> <p>Classic, professional design. Feels a little like a Pepsi logo.</p> <p>like 'milk toast', unremarkable, safe</p>	<p>NMC - 3</p>
	<p>Similar, with a heavier stain glass icon.</p>		
	<p>Inspired by Justice Choir, the steps of Central with doors wide open welcoming the community.</p>	<p>Hard to grasp at first. Would like to see variations that more literally show open doors.</p>	<p>Staff - 6 NMC - 1</p>
	<p>Simple text mark, but will utilize watercolor marks in varying styles. Loosens and creates a softer artistic element.</p>		<p>Staff - 2 NMC - 1</p>



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	<p>Utilizes watercolor element, but gives it shape to reflect spiritual elements.</p>		
	<p>Inspired by the idea of growth - as individuals, as a church. Three leaves represent Trinity, with a cross for further Christ reflection.</p>	<p>STAFF First impression was the fire, reminiscent of Methodist identity.</p>	<p>Staff - 1</p>
	<p>Inspired by evolution. Trees show strength over time, with the rings showing its adaptation to the world around it. Trees provide shelter, food, strength, presence.</p>		
	<p>Inspired by stained glass and our members! Design shows diversity of people coming together around a common focus. Image could be stained glass, the many arches of the sanctuary or even how the people sit in our pews.</p>	<p>Very well liked by staff. Would like to see variations with serif fonts, as well as alternatives incorporating other text - full name, etc.</p>	<p>Staff - 14 NMC - 5</p>
	<p>A refinement of the idea above, people gather for the word of God (Bible), centered on Christ, etc.</p>		



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	<p>Text mark with a youthful, urban energy. Very colorful with lots of motion.</p>		
	<p>Character play to create the cross within Central's name. No iconography.</p>		