

CENTRAL PRESBYTERIAN CHURCH

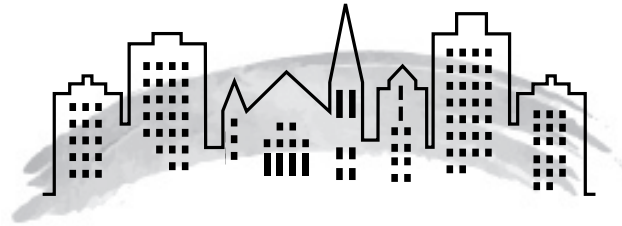
Phase One - Logo Concepts

MAY 1, 2018

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

GOAL: SELECT THREE TO
REFINE IN PHASE TWO.

BUILD UPON EXISTING LOGO CONCEPT
(THE CITY SKYLINE)



Central
Presbyterian Church



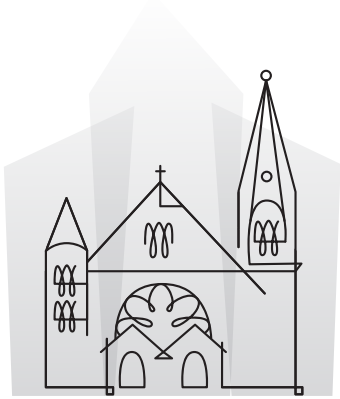
CENTRAL PRESBYTERIAN CHURCH

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

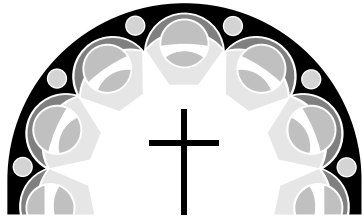
in the city for good!



Central

PRESBYTERIAN CHURCH

DESIGN INSPIRED BY THE POPULAR
STAINED GLASS WINDOW



CENTRAL
PRESBYTERIAN CHURCH



CENTRAL
PRESBYTERIAN CHURCH

MOVE AWAY FROM ICONOGRAPHY,
ADOPT EVOLVING ART STYLE AND WATERCOLOR



CENTRAL
PRESBYTERIAN CHURCH



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

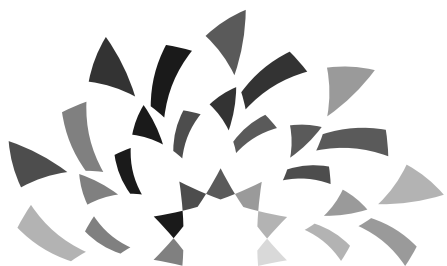


CENTRAL
PRESBYTERIAN CHURCH

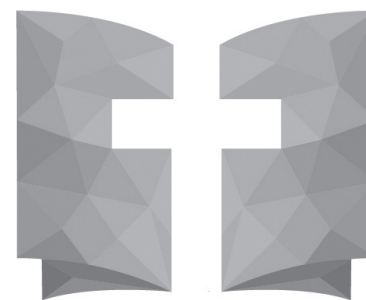


CENTRAL
PRESBYTERIAN
CHURCH

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



CENTRAL
IN THE CITY FOR GOOD



CENTRAL
PRESBYTERIAN CHURCH

GO ENTIRELY AWAY FROM ICONOGRAPHY,
EXPLORE TYPOGRAPHY PERSONALITY

central
presbyterian church

CENTRAL
PRESBYTERIAN CHURCH

CENTRAL
PRESBYTERIAN CHURCH

PHASE ONE

Shortlist Decision

MAY 1, 2018

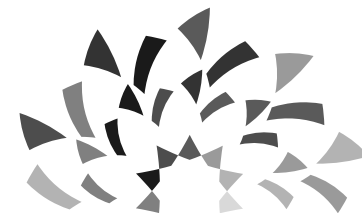


PRESBYTERIAN CHURCH



CENTRAL PRESBYTERIAN CHURCH

In the City, for Good.



CENTRAL

IN THE CITY FOR GOOD