










# Logo Concepts - Phase Two

MAY 15, 2018

	<i>Requested Changes</i>	<i>Comments</i>	<i>Score</i>
	<p>ORIGINAL PRESENTED ON 5/01</p>	<p>Do like without the building, but comments are it feels like the city buildings are the church itself - misleading.</p>	
	<p>ORIGINAL PRESENTED ON 5/01</p>		
	<p>add tagline shrink 't' cross</p>		
	<p>change hands to adjust style, shrink 't' cross</p>	<p>Liked the shape of these hands better. However, struggle with color of hands, how do we show diversity?</p> <p>Hands are overdone, cliché with non-profits.</p>	
	<p>modify icon embracing &amp; supporting our city</p>		






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	<p>ORIGINAL PRESENTED ON 5/01</p>		
	<p>shrink 't' to be shorter</p>	<p>Prefer looser sketch to straight 'more professional' version. Yet, still a bit too scribbly.</p>	
	<p>shrink 't' new, more professional, line art</p>		
	<p>modify existing line art to keep loose sketch style, sans serif font</p>	<p>SELECTED FOR SEMI-FINAL</p>	
	<p>modified lin art, typography play with name</p>	<p>Prefer layout with name that runs across bottom of entire image - it anchors it.</p>	






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 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>ORIGINAL PRESENTED ON 5/01</p>	<p><b>SELECTED FOR SEMI-FINAL</b></p> <p>Still prefer this format over new variations. Question if door knobs (as shown in later versions) would help.</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>revise art for doors change angle for direct line of sight</p>	<p>Feels too generic.</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>softer arches, doors open in</p>	<p>No, looks like breasts.</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>softer arches, doors open out</p>	<p>No, looks like breasts.</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>marriage of concepts, open doors to serve our community</p>	<p>Difficult to read/understand difference of doors opening inward or outward - without explanation.</p>	






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	<i>Inspiration</i>	<i>Comments</i>	<i>Score</i>
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>marriage of concepts, doors open in to welcome visitors</p>	<p>Prefer doors moving in, aesthetically.</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH <i>In the City, for Good.</i></p>	<p>Typography play</p>	<p>SELECTED FOR SEMI-FINAL</p>	
 <p>CENTRAL IN THE CITY FOR GOOD</p>	<p>ORIGINAL PRESENTED ON 5/01</p>	<p>SELECTED FOR SEMI-FINAL UNANIMOUS FINAL SELECTION</p> <p>A lot of discussion about the ideas that people see in this concept. (table, diversity, movement, stained glass, etc)</p>	<p>✓</p>
 <p>CENTRAL PRESBYTERIAN CHURCH <i>in the city for good!</i></p>	<p>original with name and tagline</p>	<p>SELECTED FOR SEMI-FINAL</p> <p>(is simply a variation to show how added text would appear)</p>	
 <p>CENTRAL PRESBYTERIAN CHURCH</p>	<p>original with more formal 'table'</p>	<p>Like the rounder 'table', but now it makes it reads more like a flower.</p>	





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	early idea centering on cross	Easy discard - can't read the cross.	
	Serif fonts Garamond	Serif fonts not necessary. Everyone likes the sans serif clean style.	
	Palatino Linotype font	Team feels it is not necessary to give equal weight to the entire name.	
	serif fonts Trajan with Signature	Script personality is liked.	
	Serif fonts Trajan		

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	alternative mosiac to feel less 'confetti'		
	alternative mosaic, comes together to form table	Preferred next concept better	
	alternative mosaic style	'okay', yet feels too generic. Doesn't feel personable.	
	alternative mosaic style - more aerial city view	Liked by some, disliked by others. Reads like sunrise.	