

INTRODUCING...

Central's New Logo!



Central
PRESBYTERIAN CHURCH
ATLANTA

Secondary Logos



Central Presbyterian Church

A FRESH & INVITING TAKE ON OUR STORY

Central Presbyterian Weekly

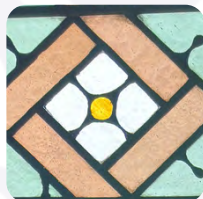


Devoted to the Interest of the Central Presbyterian Church of Atlanta

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Keep reading to learn about the design choices behind the new visual identity.

A Note From Your Leaders

Dear Central Family,

After months of conversation, prayer, and listening, it's exciting to present Central's new visual identity! There's fresh colors, beautiful fonts, and imagery tied directly to our building in a way that we hope will inspire long time members and invite curious engagement from newcomers.

The old logo served us well but it is time for a change. It didn't reflect the whole story of Central so a team from Central, led by Melanie Bliss and Pastor Kate, worked with our communications partner, Common Good Creative, to explore our story, listen to some of our leaders, and learn more about the people we are trying to reach. After engaging multiple options, the team landed on this new logo.

The new logo draws from our historic building without being overly religious. The leafy, flowering cross was inspired by some of the stained glass in our sanctuary and is a symbol of the life and flourishing we find in Jesus. At the center, an ancient symbol of the Trinity (that is also found throughout our building) can also symbolize Central's location in the city. Even the lettering has history in it: the headline font is tied to a Central Presbyterian weekly newsletter from 1935...and the C is shaped to echo the interlocking CP carved into our stonework.

The colors carry meaning too. They are drawn from our stained glass windows and the church seasons we move through together every year. We chose purple to be a primary color as a tribute to Lydia, the woman from the New Testament who funded some of Paul's ministry and supported a new church community by opening the doors of her home for people to gather...much like Central has done for over 168 years!

This change in our logo doesn't change who we are. We are still the church where love is central. We are still the church that stayed downtown. We are still more interested in doing good than simply talking about it. This new logo is just a more honest picture of that church, one we hope makes a stranger meeting us for the first time ask, "Could this place be for me?"

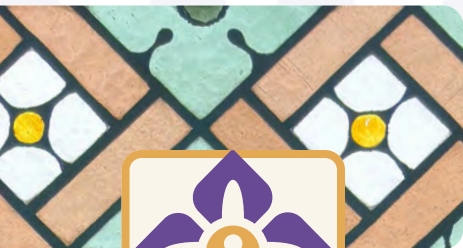
You'll see the new look start to show up around the building and online over the next few weeks. If you're curious about any of it, ask. We're excited to share this new chapter with you!

With gratitude,
Pastor Shannon and The Session

Behind The New Design

The visual identity of Central Presbyterian seeks to inspire curiosity, tell our story without being overly religious, and cause people to ask,

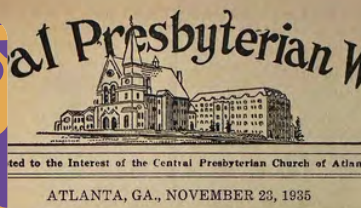
“COULD THIS PLACE BE FOR ME?”



The logo mark was initially inspired by stained glass in the sanctuary and then tweaked to more fully symbolize:

- **leaves** (growth and new life);
- a subtle **cross** connecting all the various elements (Jesus' life and ministry of care, connection, service, and love);
- a downtown **intersection** (to situate Central in the city),
- and the three interlocking **circles** that are found throughout the building and in past logo designs at the very center of the mark (connecting our history and representing community)

The headline font is inspired from a Central newsletter masthead from 1935. A custom C was created to mimic the CP wordmark from the stonework on the building.



It was important to name Atlanta in all primary versions of the logo because Central is so rooted in the city.

The color palette was inspired by the stained glass in the sanctuary and rooted in the liturgical seasons of the church. Selecting purple as the primary color was also done to stand out among churches in the area.

