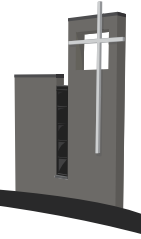


# HIGHLAND PARK BAPTIST CHURCH



This fresh identity provides both a new clean look as well as a way-finder for new visitors to easily identify the church location. The goal this design was to convey location and a clean modern fresh look.

## Rational

The new building is a highly recognizable shape and design. Using it as the logo provides a memorable way of educating the audience about the location. The underline represents the high elevation of the church location and the uplifting nature of the church experience. The illustration style and font choice for the logo provide an elegance and somewhat modern/retro look which is timeless and conveys an established organization that has been around for a long time.



## Social Media Example

Although the logo should mostly be displayed on a white background, some creative placement will allow for fill color, but the logo should never be inverted because it limits location recognition.

