

university baptist church

DESIGN GOAL

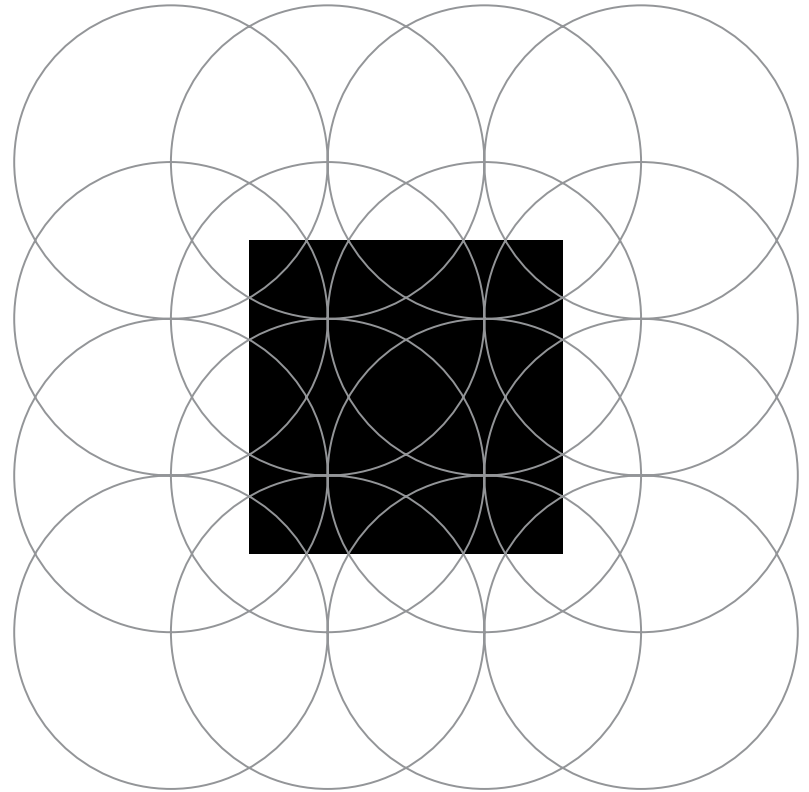
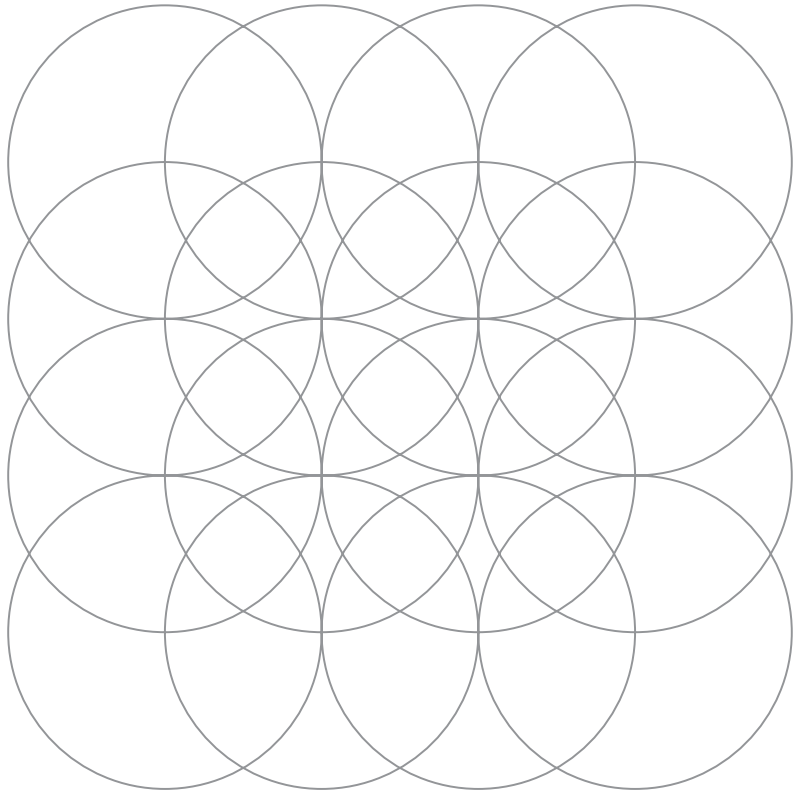
- to capture the spirit of University Baptist Church in a unified visual identity system

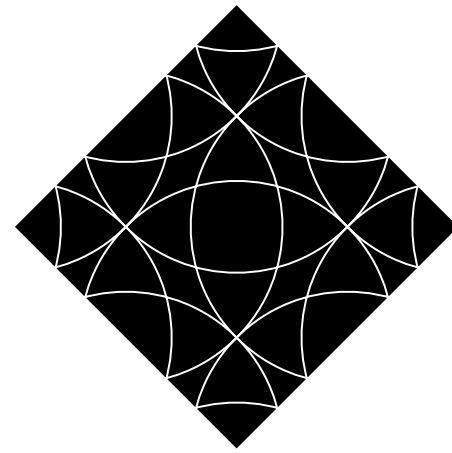
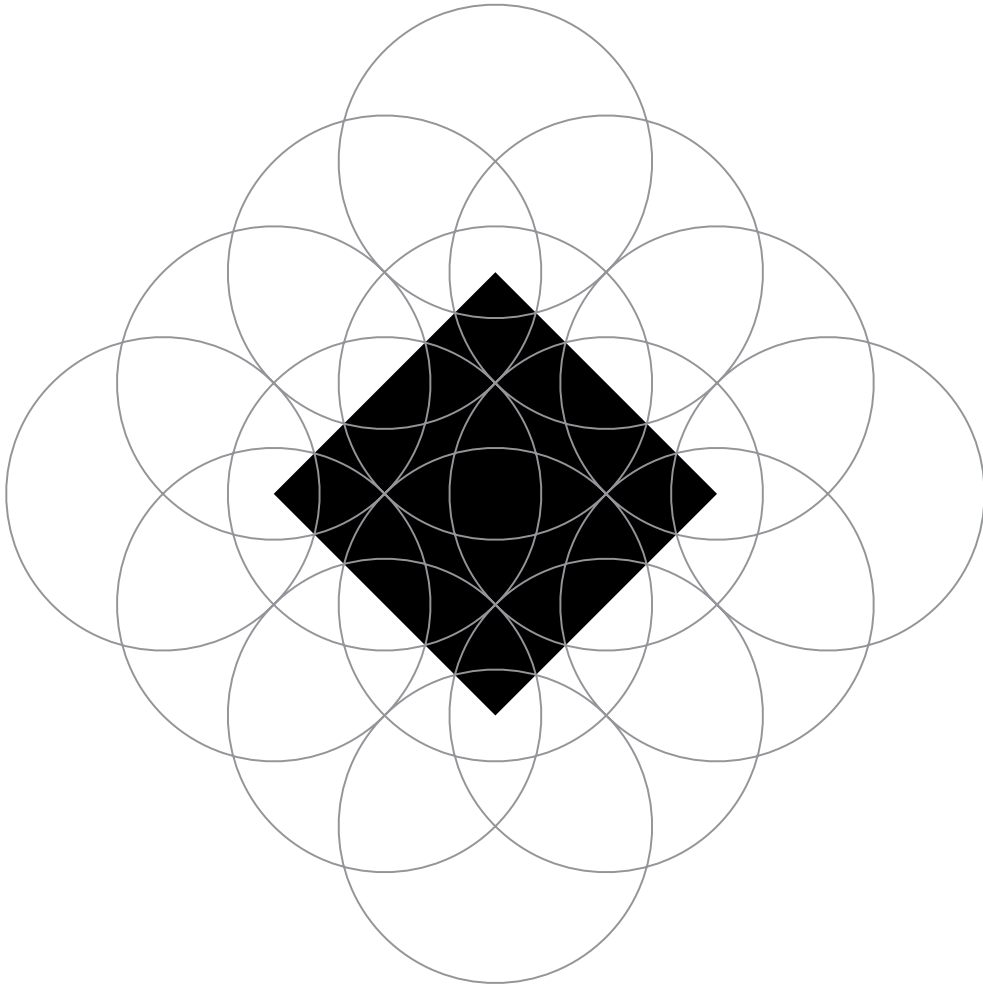
COMMUNICATION GOAL

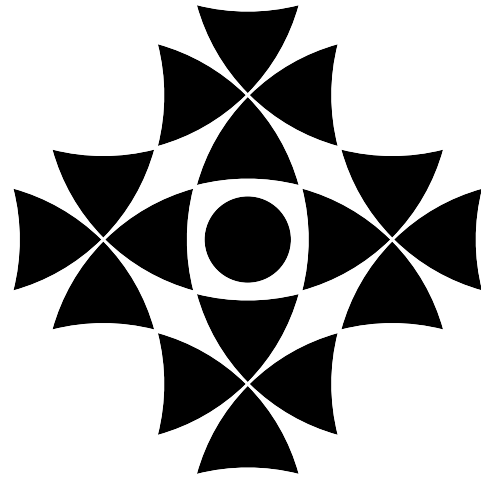
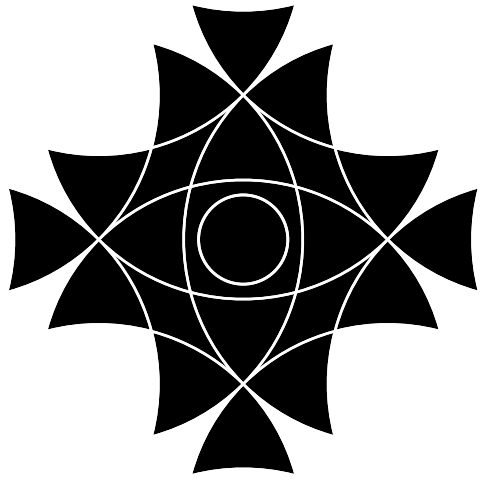
- to create memorability and continuity of message through consistent use of the visual identity system

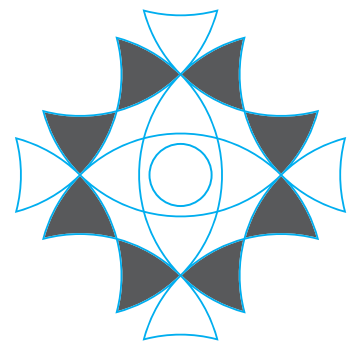
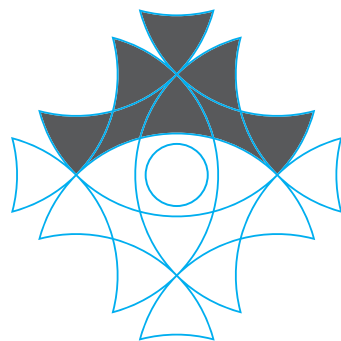
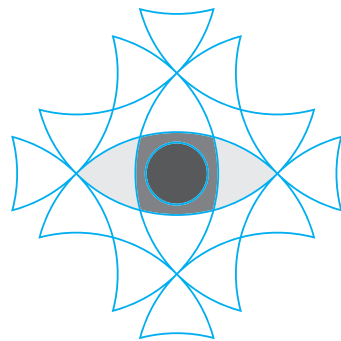
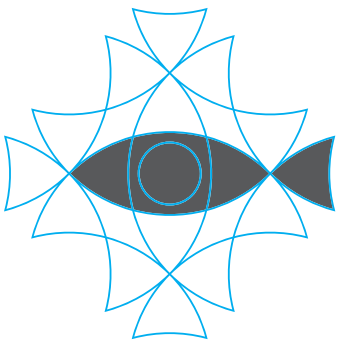
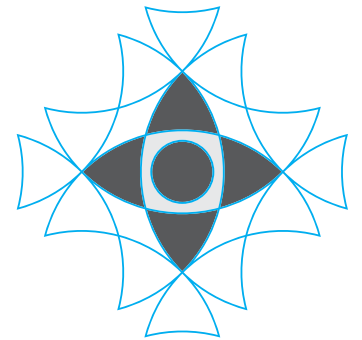
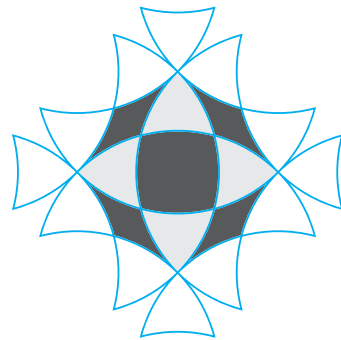
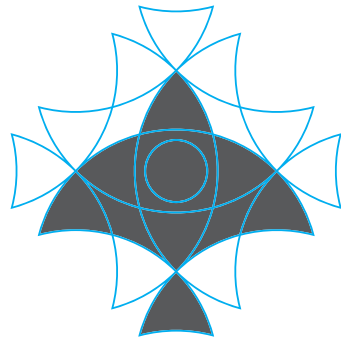
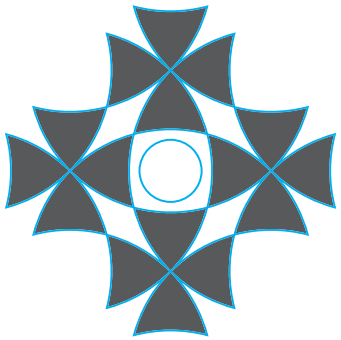
OBJECTIVES

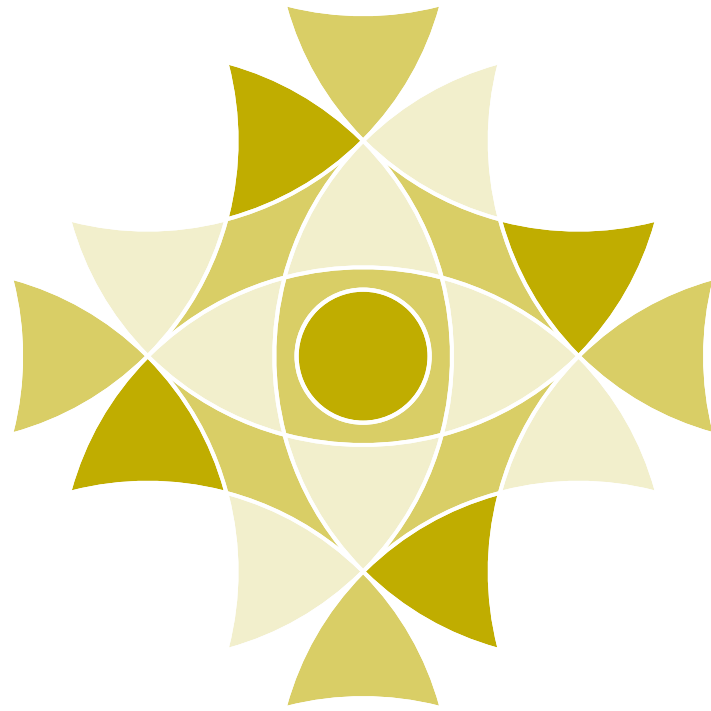
- Tie in with and capitalize on one of the church building's most recognizable architectural elements—the stained-glass windows of the sanctuary.
- Create a mark that is simple and concise yet retains meaning for members.
- Create a mark that has multiple applications in branding sub-ministries and programs of the church.











university
baptist
church



university baptist church

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**VBS sign-up
starts Sunday**

**Hanging of
the Green
*this Sunday***

Worship Service Times
*10:00 a.m.
6:00 p.m.*