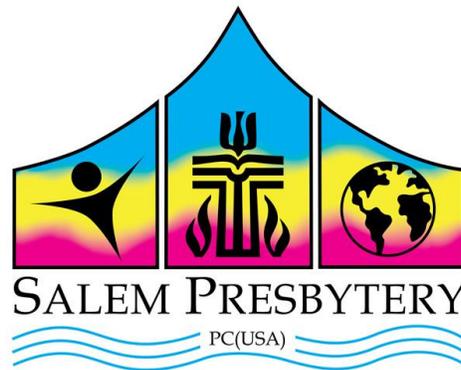


New Logo Design for Salem Presbytery

By Logo Task Force of Salem Presbytery

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Overall in our concept, we wanted to create a design that would be timeless while representing what Salem Presbytery is all about – who we are as Salem Presbytery, our mission statement, and showing our geographical location.

To begin with, our design is created on the foundation of Church, with our design portraying a **stained glass Church window**.



Incorporated Presbytery's Mission Statement

We as Salem Presbytery strive:

- to be a visible witness to Jesus Christ-REACH (NCD's and Church Growth)
- to equip and strengthen our congregations and leaders for ministry in the world-EQUIP (Christian Education)
- & to inspire and model local and global mission-SEND. (Missions)

1. First Window represents **Reach**

- Arms are wide open to everyone
- Reach Figure resembles many forms: a Pastor, a congregational member, or Jesus reaching out to others



2. Second Window represents **Equip**

- Equip is represented by the PC (USA) symbol. We are a part of them and they a part of us.
- PC(USA) gives us the tools to educate and provide resources to equip our presbytery
- & we wanted to portray many equip symbols in our logo that were already in the PC(USA) symbol
 - Cross
 - Dove
 - Bible
 - Pulpit
 - Fire



3. Third Window represents **Send**

- The world symbol represents that we send our members out into the world to work for God
- Inspiring Local and Global Missions-like Mexico Mission, Habitat for Humanity's Unity Build and so many more missions that churches dedicate themselves to take part in.



Logo elements:

Concept: Stained Glass Windows with symbols, and water lines below

- The 3's Pattern
 - 3 parts of Presbytery Mission Statement -Reach, Equip, Send
 - Holy Trinity
 - 3 Neighborhoods
 - & 3 colors in the stained glass windows are
 - 3 primary colors (*cyan, magenta and yellow*) representing that we are diverse & are multicultural
 - Geographical location
 - Portrays Mountain ridges such as Blue Ridge Pkwy
 - Important to have the design flow across the various elements & join all together, showing our cohesiveness among each window and within each element of Salem Presbytery.
 - 3 wavy blue lines portray the waters within our Presbytery like the Yadkin, and Dan Rivers, and continues our 3's theme.

Logo Task Force Members:

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