



HOLY TRINITY

EPISCOPAL CHURCH

Welcoming • Loving • Serving

This branding logo was developed for Holy Trinity to reflect the voice of its congregation who, as faithful servants of Christ, declared “We are a church that is Welcoming, Loving and Serving; rooted in growth and fellowship”

Focusing on this statement, the logo uses three energetic *crescent-shaped* “swooshes” set in an asymmetric circular pattern to symbolize Holy Trinity's core passion – “to be a Welcoming, Loving and Serving parish; joyfully doing God's work in the community and the world”. These three *crescent-shaped* “swooshes” also vibrantly symbolize the presence of the Father, Son, and Holy Spirit. The Father and Son *crescents* above us. The Holy Spirit *crescent* below; cradling us. Placed directly in the center of this circular element is a stylized cross, and integral hand-lettered “H”, created to visually communicate the presence of our Lord Jesus Christ within Holy Trinity.

The logo, in a clever and subtle way, creates a memorable, subliminal experience when you see the *crescents* that represent the Father, Son, and Holy Spirit and the Cross and integrated “H” - all flowing downward, in remarkable balance, directly into the letter “T” at the center-point of the words Holy Trinity. The soft, natural colors, along with the special sans-serif type face, were selected to communicate the authentic personality of Holy Trinity. This is a very distinctive logo that once a person sees it - *they won't forget it!!*