



**RESURRECTION
LUTHERAN CHURCH**

Logo Development

JUNE 24, 2018 | ROUND 2

CONCEPT 1: Butterfly

The four wings of this butterfly represent the four multi-sites of our growing church. The butterfly is a symbol of Resurrection. In the painting on the triptych alter, there is a butterfly.

ALTERNATIVE FONT VARIATIONS



CONCEPT 2: Resurrection

This iconic “R” plays off the name Resurrection and the meaning behind event. The right leg of the R is extended to give the illusion of the risen/elevated cross represented in the left leg of the R.

ALTERNATIVE COLOR VARIATIONS



Resurrection
LUTHERAN CHURCH



Royal & Spiritual



Expressive



Empowering



Resurrection
LUTHERAN CHURCH



Life



Reliable



Timeless



Resurrection
LUTHERAN CHURCH



Resurrection
LUTHERAN CHURCH



Jesus Blood



Nurturing & Embracing



Reliable

CONCEPT 3: Logo Rework

A logo refresh in keeping with the current church identity.

ALTERNATIVE COLOR VARIATIONS



Exhilarating

Empowering

Resurrection
LUTHERAN CHURCH



Energizing & Expansive

Passion & Love

Resurrection
LUTHERAN CHURCH



Resurrection
LUTHERAN CHURCH



Resurrection
LUTHERAN CHURCH



Growth

Confident