

Introducing our new PCF logo

December 2009



Our new PCF logo is intended to portray visually our PCF mission: **‘We exist to be a Jesus-centered community in Pepperell, speaking gospel words and doing gospel works to display the worth of God to the world.’**

Our logo is a spreading cross with the feel of a blueprint drawing.

The basic shape of the logo is a cross, in order to convey that we aspire to be Jesus-centered and cross-centered in everything we do.

The cross is composed of four arrows, spreading in four directions. This is to convey our desire to be a ‘spreading church,’ an outward-looking community which is all about displaying God’s worth to the world through gospel words and gospel works.

The cross is rendered as part of a blueprint drawing. The blueprint feel communicates that God is building his Kingdom through us. It also communicates that we are not perfect or completed, but rather are on our way. The ‘messiness’ and unfinished state of the blueprint lines reinforce this feel. Finally, the interconnected blueprint lines communicate the kind of interconnected community that God is forming at PCF.

Many thanks to Matthew Taylor of Taylor Design Works (www.TaylorDesignWorks.com) for graciously donating his time to produce this new logo and identity for us.