Redeeming Hope Overview

WHAT WE ARE: A modern, contemporary, movement-based, missional church plant in Clarksville, TN.

VISION: We are a family of faith that follows Jesus and helps others find Him by living all of life as missionaries of hope.

TARGET AUDIENCE FOR BRANDING: A 30-40 year old man with a family and elementary age children and who is connected to the military.

Redeeming Hope Brand Purpose + Logo Feel

We are seeking a brand that fits our target audience and communicates that we value men, we operate in simplicity, we are on the move, we are open, genuine, and authentic.

We want this logo and color scheme to feel modern, clear, simple, and masculine. But we also want to incorporate the idea of movement, progression, and outward activity. We want people to feel that this is not a static church, but a church that MOVES OUT.
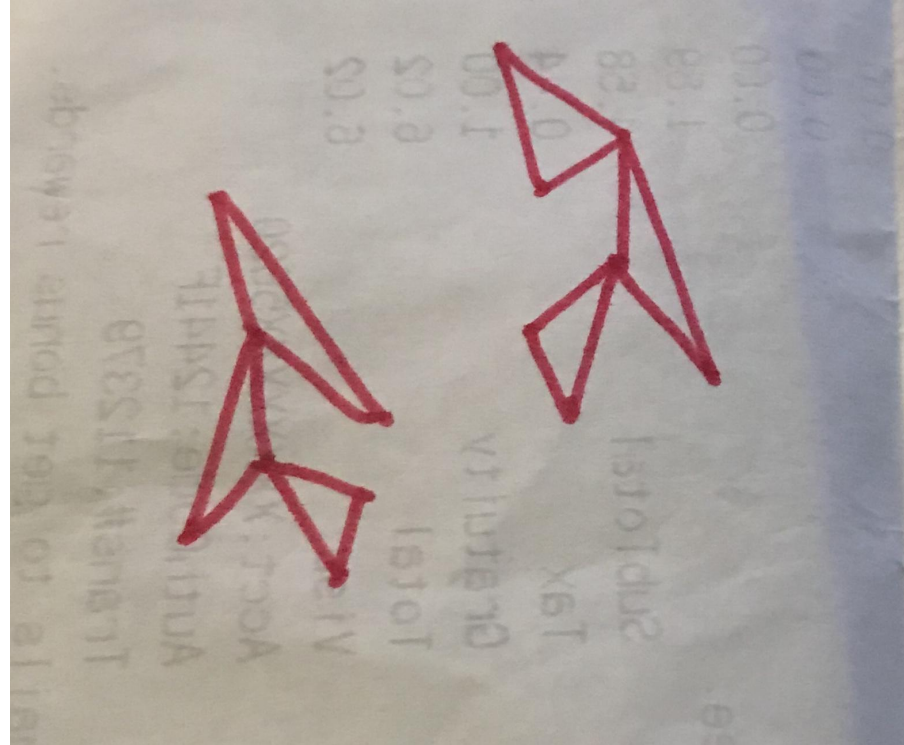
We also want to keep the color schemes and font simple and clear.
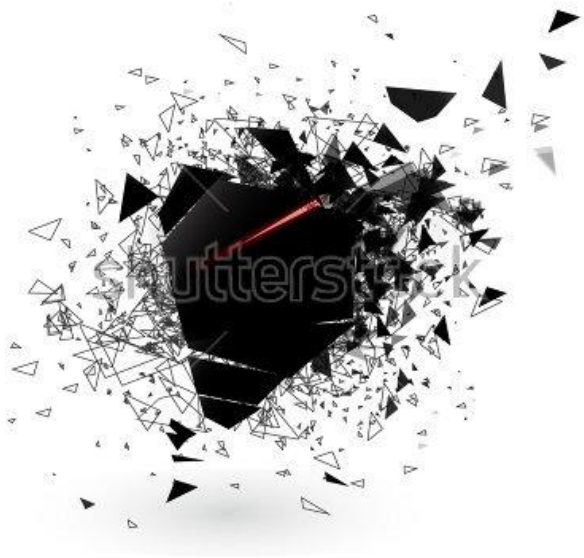
Redeeming Hope Logo: Structure

We want a logo that has three triangles that are somehow connected or that share a line or two between them with smaller triangles exploding off of them, indicating movement.

(*does not have to look exactly like this, the image is simply a sketch I did to illustrate a vision for this*)

(*does not have to be three triangles, that is simply my first thought*)
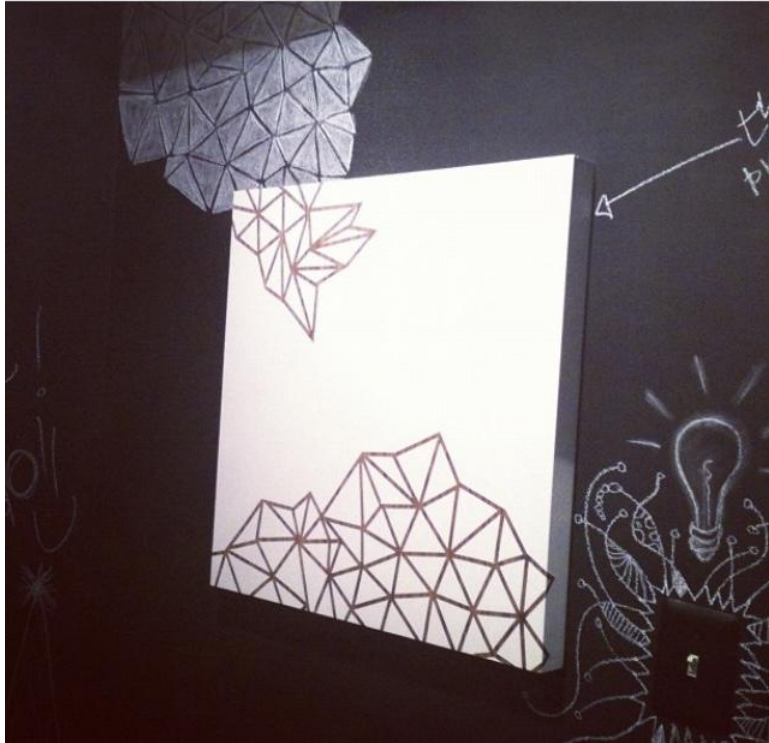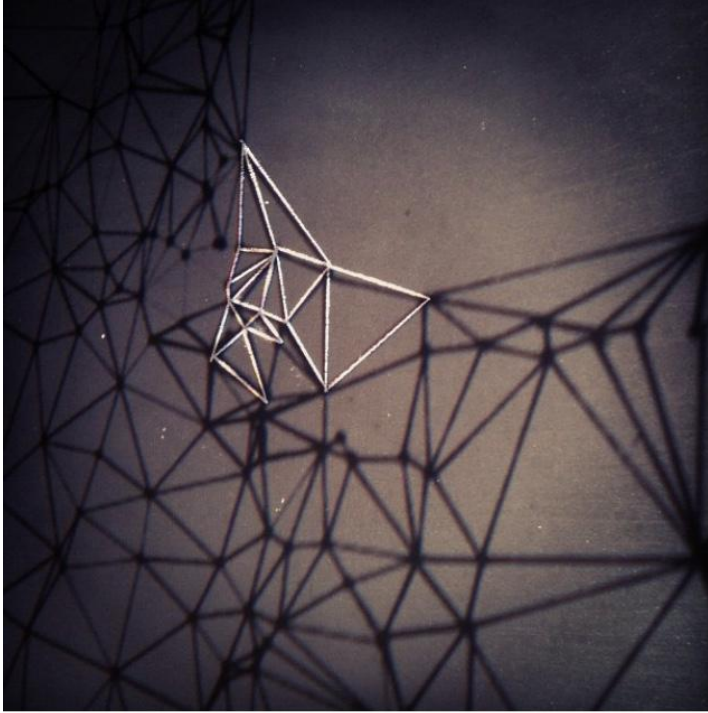
Redeeming Hope Logo: Examples

Redeeming Hope Logo: Examples (cont...)

Redeeming Hope Logo: Examples (cont...)

Redeeming Hope Logo: Examples (cont...)

Redeeming Hope Logo: Color Scheme

We want a logo that incorporates the colors in this artwork from Theo van Doesburg

(two pictures of the same piece for reference)

Redeeming Hope Logo: What We Want

- Movement
- Action/Activity
- Modern/Sleek
- Simple colors
- Triangles representing both connection to each other and also movement out.

A logo that works in a variety of formats and sizes. Something that can be shrunk down to a profile on FB or an app logo, or something that can be expanded on to a website. We want the logo to work on black and white, work with our name, and eventually we will get a physical object created that matches this logo.

Redeeming Hope Logo: What We Don't Want

- No gradient
- No cross
- No dove
- No guns
- No military symbolism
- No overt Christian symbolism of any kind

We want this logo to be neutral when it comes to Christianity. Please do not shape the triangles in the shape of a cross or dove.