

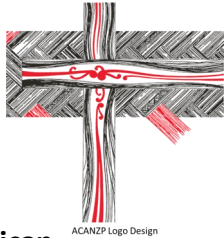
Aim: To capture our vision in an image or mark that says something about who we are as being Anglican, in New Zealand Aotearoa, in Nelson, at All Saints.

The new logo also needs to reflect the new missions statement:

All Saints - All Welcome. An all-age, multi-cultural community shaped by Jesus.

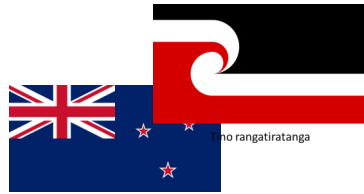
We asked three design questions that helped shape the process. What makes us who we are? What do we keep? and How to make it memorable?

1: What makes us who we are?



Anglican

The woven flax cross, Te ripeka whiringa harakeke, was chosen as the first work of art in our prayer book and has become a sign of being Anglican in these islands.



Culture

Our Three Tikanga constitution (Te Pouhere) mandates us to work as with Bi-cultural respect with multi-cultural diversity.



Location

Nelson - a cathedral city by the sea



Gospel

The church as an example of and an invitation to and a means by which God's love for the world is made known

2: What to keep from the current logo?

- A stable tree with roots
- Healthy tree with leaves
- Cross in the center



3: How can we make it memorable

Keep it simple, contemporary. Bold image, strong colours, simple font, lowercase lettering, can be drawn easily, something that can be seen from distance.

How it fits together

