

SOTV Church Logo Contest

Purpose: The logo will be used only for SOTV purposes such as its website, social media sites, printer materials, promotional items, and any church related material.

Eligibility: 1) The contest is open to all who worship at SOTV and their families. 2) By entering, participants agree to be bound by the contest rules.

Submission Guidelines: 1) The contest opens on March 19, 2023, and closes on May 21, 2023 at 10:45 AM. 2) All entries must be submitted as a hard copy on 8.5 by 11 inch paper for display. 3) All entries will be displayed on Pentecost Sunday, May 28, 2023. The entry should include the full name and email address of the person who designed the logo. 4) There is no fee to enter the contest.

Intellectual Property: 1) All entrants affirm their submissions to be their own original work, have not been copies from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity. NOTE: If you use an image from the internet, make sure to pay for it if it is licensable. 2) The winning submission becomes the sole property of SOTV and may be used for any church purpose, including, but not limited to, display on websites, social media sites, posters, and other materials. 3) The winning design will be judged and approved by the SOTV Session. 4) The top 3 entries selected on Pentecost Sunday will be awarded gift certificate of modest value. If one of the logos is chosen by the SOTV Session for church use, the logo will be considered a gift to the church by the designer, along with all the rights attached to the logo.

Determination of Finalists and Prize: 1) The top 3 winning entries will be selected by the members of the congregation on Pentecost Sunday. Their decision will be reviewed, approved and judged by the SOTV session. 2) Entries will be judged on their visual appeal, quality of design and ease of reproduction for the purposes stated above. 3) Although the prizes mentioned above (Intellectual Property 4) may be of minimal value to the winning artist, the artist will be acknowledged on the church website.

Guidelines for Creating a Church Logo

(from <https://www.logomaker.com/blog/2017/11/08/8-tips-for-creating-an-inspiring-church-logo-design/>)

The logo should be an appropriate representation of our church. Refer to our church brochure.

Church branding may seem like the least important part of spreading the gospel. In reality, building an identity allows your message to reach more people.

Unlike a business, a church isn't primarily selling a product. People choose a congregation for its unique approach to faith and community. New members want to feel welcome and uplifted when they walk through your doors. Since the goal is outreach, your brand should communicate why your environment is the right place for spiritual support.

Creating a church logo is a great way to grab attention online and offline. Symbols boost recognition and offer a preview of your values and vision as a church. Simply put, a strong logo is both empowering to your flock and a rallying emblem for newcomers. If you aren't sure where to start, follow these tips for church logo design inspiration.

1. Know what you stand for

Every church has a mission, and it determines where you focus your efforts. What are the founding principles of your church? What ideals do you hope to instill in your members? How do you put your faith into action?

2. Get inspiration from symbols

Symbolism is at the root of Christianity, and it should play a role in your church logo. One option is to choose symbols that instantly identify you as a church, not a typical business. Icons evoke powerful feelings, especially when they're deeply connected to a person's family, lifestyle, or culture. No doubt, you picture the cross or a crown of thorns when you think about sacrifice. Doves remind you of peace, and an ichthys taps into your belief in miracles.

At the same time, you can avoid a cliché logo when you choose less common symbols. Use your church name as a guide and do a broader search for symbols related to these words. Just make sure they don't conflict with your message.

3. Reinvent common iconography

Worried about making a design that's too obvious and overdone? Study up on current design principles to update traditional church symbols. Beliefs have incredible staying power, but they evolve with your goals as a ministry. Channel this spirit of reinvention to create a symbol that's both unique and recognizable.



Consider the dove and cross church logo of Calvary Temple Ministries based in Sterling, Virginia. The logo has a monochromatic color palette with lots of negative space. Minimalist lines and shapes evoke a sense of lightness and renewal. Not to mention, modern.

If you're using common symbols, try tweaking the texture, pattern, shape, or color in a surprising way. On the flipside, you can apply a common treatment to a unique symbol. St. Mark's Episcopal Church of Lincoln, Nebraska, had a winning logo concept with its stained-glass lion.



4. Get rid of clutter

Can't decide between that sword and shield, crown of thorns, praying hands, and mountaintop? Do yourself a favor, and resist the urge to slap it all together. Some of the worst church logos fail because they're overloaded with ideas.

There's no need to capture the complete history of your church in a simple logo. Instead, zero in on the core ideas and feelings you want to share with others.

It helps to concentrate on the emotions you hope to provoke. Do you want to convey a sense of belonging? Fellowship? Goodwill? Tradition? Sacrifice? Diversity? Salvation? Know what defines your church, so you can remove elements that distract from your central message.

5. Cater to your congregational needs

People are the heart of a congregation, so member expectations should factor into your design plan. While you may welcome everyone into the fold, current members may share common traits. Maybe, you attract a large youth audience or serve culturally diverse areas.

Speak to members about what matters to them and how they define their church experiences. Their insights could spark ideas about how to translate your church brand into a dynamic image.

6. Choose a matching font style

Make sure your font matches the overall tone of the design. Serif fonts complement many traditionally styled designs, creating a look of heritage and antiquity. Sans serif fonts are often better suited for minimalist and geometric logos. You can be even more flexible with a youth ministry, using playful fonts that relate to your target members.

7. Play around with typography

Creative typography adds a “wow” factor to a basic image. Brainstorm ways to make your church name interact with logo symbols.



For example, the logo for London Bridge Baptist Church of Virginia Beach, Virginia, features letters intersecting with an arc to form a bridge. Using multiple fonts, sizes, or line weights is another attractive technique. However, you don't want to go overboard with clashing elements. So, change one thing at a time. For instance, vary the line weights on adjacent words or reduce the font size on each line. Minor variations can add contrast, producing a more balanced design.