



HELP DESIGN THE NEW LOGO FOR OUR CHURCH!

Why a logo for Second Congregational Church?

A logo is a visual cornerstone and key communicator about who we are as a faith community. Our church's identity and values are visually expressed through our logo, which, along with our church's name, is one of the main things that makes our church memorable.

The logo will be used on our website and Facebook page, on brochures, on our worship bulletins, on business cards and elsewhere as a graphic representation of our faith community.

How was this draft logo developed?

Your Communications Committee has been hard at work for two months with Hermit Thrush Design (a.k.a. Hannah McGhee) to develop a logo that incorporates the three visual elements people in our community most associate with Second Congo: our iconic steeple, the Damariscotta River and our rainbow signs.

How does this logo represent our church?

You'll recognize the silhouette of our church, of course! The two homes nearby suggest the broader community of which we are a part. A splash of light in front spills out from our wide-open doors.

The rainbow heart symbolizes our extravagant welcome, and our belief that we are all children of God.

The pine trees, field and river represent our natural environment here in midcoast Maine, particularly the tidal river that runs through our twin villages and is a central part of our local identity.

There are even alewives swimming up our river. These fish, from which Damariscotta gets its name, are a beloved marker of the changing seasons. The fish has also been used since Jesus' time as a symbol of our Christian faith.

The simple forms and angular lines are rendered in the style of a woodcut print, a traditional form of folk art. The idea is for this visual representation of our church to feel friendly and approachable rather than formal or corporate.

How can I contribute to the design planning?

The Communications Committee now invites YOU to "weigh in" on the draft logo. Between January 28 and February 11, we are welcoming your feedback! The logo will be displayed in Fellowship Hall, on the cover of our church bulletins, and on our website.

Please leave us a note or send us an email with your thoughts. What do you like? What's your immediate reaction? What might you add or change? What are your questions? Your input will be taken into account as we finalize the design. The goal is to have the logo completed by March 1 so that we have ample print time to have our social media and print promotions ready well before Easter Sunday on April 1!