



NEW LOGO

Talking points

Logo Meaning

N.C. Baptists are a movement of churches on mission together, which is depicted in the design of our new logo.

The bold, sharp and angular lines form a series of arrows and shapes that represent movement and connectedness.

The lines and shapes form several arrows and angles pointing in different directions to represent that we are sent out and that the gospel is advancing in a variety of ways (Matthew 28:19-20).

The arrows create an abstract block “N” and inverted “C” that underscores our shared identity as N.C. Baptists.

Modern Style

We understand that this is a modern logo, perhaps even a little outside what we are accustomed to as an organization. That was intentional. The new logo is meant to represent where we are heading together. It is a logo for the future.

You Help Make it Successful

Let others know you are #onmissiontogether by including images of our logo on the social media channels you participate in.



@ncbaptist
#onmissiontogether

Download the logo at ncbaptist.org/logo