

1.	Project Title: <i>Modern Logo for New Life Church</i>
2.	Design Text: <i>New Life Church or NLC or both.</i>
3.	Tagline: <i>Where Jesus and His Word are Exalted.</i>
4.	Include this tagline in my logo: <i>Do both, with and without.</i>
5.	Describe who/what this design is about: <i>This is for an Evangelical church. It is Welcoming, very Friendly and Open to anyone. It is Community oriented, Evangelistic, Bible based, Gospel focused, Family oriented. Appeals to people of all ages (specifically young adults under age 40). Relevant (meeting people where they are at - Real). Genuine. Authentic. Casual, informal.</i>
6.	Industry type: <i>Religious and spirituality</i>
7.	What kind of design are you looking for? <ul style="list-style-type: none"> - <i>Abstract</i> - <i>Initial</i> - <i>Symbol</i> - <i>Logo Type</i> - <i>Illustrative</i>
8.	What style would you like your logo to have? Check all that apply:

- *Modern*
- *Simple*
- *Professional*
- *Casual*
- *Rustic*

9. How would you describe the effect in your logo:(Check all that apply):

- *Welcoming*
- *Inviting*
- *Attention grabbing*
- *Unique*
- *Appeal to young adults (general public)*
- *We don't want it to look like the "typical church logo". It needs to be vibrant and fresh.*

10. How many colors do you want in your logo?

- *Not sure; but no more than 3 colors*

11. Which colors do you want in your logo?

Not sure. But, we would prefer to not have extremely bright colors. Lean more towards colors that represent new life. In addition, since we will be using this logo not just for a website but shirts, jackets, pads, booklets, stationeries, letters, etc we would like to see the logo on different shades background (from white to dark). So be creative on the color combination.

We also would like the final output in different formats PNG, JPG and most specially PSD (Adobe Photoshop CC).

12. Do you have any additional suggestions or ideas?

We want to focus on growing the church members and appeal to all demographics and most specially to people age 40 and under.

NOTE: These logos provides some of the essence we are looking for in a logo such as it is modern, simple but professional, and not very *CHURCHY* looking like all other church logos. However, we are not endorsing that our logo will look similar to these. We hope that this will not limit your creativity. So please provide your interpretations and do not limit your creativity.

When we say *NOT VERY CHURCHY* it does not have the typical straight cross, a bible, a crown dome, or building image of a church crown in the logo. Example is the cross depicted in the "tree of life" and "north point". The cross is not a typical cross you see in churches, it is modern and simple.

We want a modern logo that is appealing to young adults but not wild so it is also acceptable to older generations. It is also important that the logo emits the *ESSENCE OF NEW LIFE*. Our church has evolved over 35+ years and we are now embarking into a new era where we want to reach all demographics not just locally but internationally through foreign missionaries we support.



We like the simplicity of Liberty but we also like the "Tree of Life" and "NorthPoint", it is not a *CHURCHY* typical logo. It has a cross but not a typical *CROSS* like you see in many churches or church logos. However, we are *NOT ENDORSING* that you copy these logos; we want to impart what we believe as modern, simple, professional, and not an old typical church. We want to see your interpretation of what you believe will provide the essence of what we are looking for.

