

# Tri-City Baptist Church Announces a New Logo and Slogan



Tri-City Baptist  
Church Ministries  
*Relationships • Discipleship • Truth*

## Why a new logo and slogan?

We decided to develop a new logo and slogan to help identify ourselves in the community. Having a strong “brand identity” will help us effectively communicate our church’s uniqueness. This has never been more important than now as we prepare to introduce ourselves to our new community in Chandler.

## About the New Logo

### **How was the new logo developed?**

The current Tri-City Baptist Church logo is rich with meaning, including many elements that communicate different aspects of who we are as a church. We love the meaning behind the old logo and tried to capture its essence in a simpler design that can more easily be used in a variety of applications. We hope that it will become instantly recognizable to our community as “Tri-City Baptist Church.”

The new design was about two years in the making. Several concepts were considered before the silhouette of the new church building finally tied everything together and the new logo was born!

### **What does the new logo mean?**

At the heart of the new logo is a cross which flows into the outline of our new church building and continues to extend outward, “into the world” as it were. This illustrates the fact that Christ is the center and source of everything we do. His power works in and through the church to develop disciples who can then go out and impact the world.

### **How will the new logo be used?**

The new logo will go on every piece of printed material produced by the ministries of Tri-City Baptist Church, as well as all ministry websites.

## About the New Slogan

We have developed a slogan to be used with the new logo that quickly communicates the essence of what sets us apart as a church: “Relationships, Discipleship, Truth.”

### **Relationships**

In order for the Body of Christ to be successful, every member must be an active participant. We believe that is possible only when each individual has a vibrant, deepening relationship with God. This vertical relationship is a prerequisite for the authentic, transparent, horizontal relationships that define a Christian community.

### **Discipleship**

At Tri-City we measure church growth not by the number of people in our pews but by the steps individual members are taking towards Christlikeness. Our goal is to personally help all members become more like Christ in order to glorify God by reflecting His essence to others and participating in the work of ministry.

### **Truth**

The idea of truth isn’t popular, but at Tri-City we believe truth is worth pursuing, knowing, preserving, and communicating. God’s truth, revealed through His Word, affects every aspect of how we “do” church. We are a fundamental church. The word “fundamental” has been abused and misused, but by it we mean that we hold strongly to the core doctrines of the Christian faith and are willing to struggle to maintain their purity.