

Our new logo & its meanings.

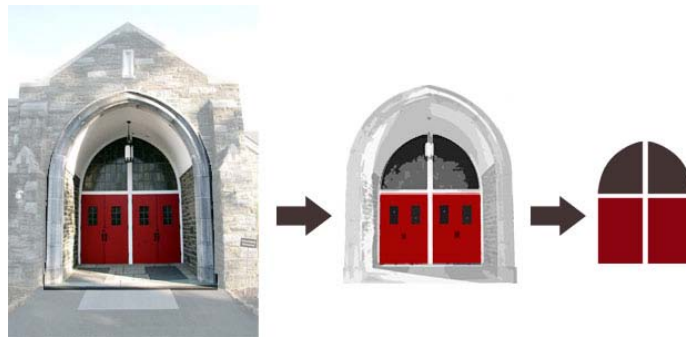
The exciting new **Huntingdon Valley Presbyterian Church** logo is based on our architecturally beautiful and historic main entrance doors off of the parking lot.

This entrance is our church's first point of welcome to visitors and members coming together in community for fellowship and worship.

Rather than being merely pretty symbols, effective logos are infused with meaning, especially when representing a church. Our new logo connects our building (place), the Body of Christ (people), and our mission (purpose).



Through a series of artistic graphic stylizations, the image of our historic doors was transformed and simplified. The resulting image, while modern and fresh, also links to our tradition and history:



The result is a dynamic new scalable logo, as well as a related, attractive larger image for use on document covers:

HVPC Logo



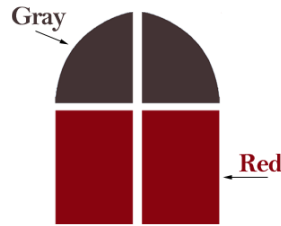
Cover Image



Huntingdon Valley
PRESBYTERIAN
CHURCH

For information on the correct usage of the logo, please contact the church office.

The two primary colors of the new logo are HVPC gray and HVPC red:



Huntingdon Valley PRESBYTERIAN CHURCH

The gray at the top of logo represents the “shadow” as in the “valley of the shadow of death” (Psalm 23). It is also evocative of “seeing through a glass darkly” (1 Corinthians 13:12), knowing only in part the full glory of God.

The red of the lower portion of the logo represents the shed blood of Christ (Romans 5:9).

The four segments of the logo create an empty cross, evocative of the Resurrection (Acts 10:40).

All together, the main logo image represents how, even though we journey through the “valley of the shadow of death” in this life, because of the Resurrection and the applied blood of Christ, we fear no evil, but walk secure and victorious in His salvation and grace (1 Corinthians 15:56-58).

Finally, while good graphic design might dictate placing the text closer to the main image, instead there is an almost uncomfortable gap creating a sense of tension, with the main image higher above the text.



The higher placement of the main logo image evokes the Lord being “high and lifted up” (Isaiah 6:1) imaging His lordship and royalty.

The tension created by the gap points to our yearning toward our final state (2 Corinthians 5:1-2), for now we are on this earth gazing up (Acts 1:11); in the world, not of the world (John 17:16); aliens and strangers on the earth (Hebrews 11:13-16); serving Christ as we long for our full entrance in to heaven’s citizenship (Philippians 3:20).

This further points to our dependence upon the Holy Spirit to live a Christ-filled, God-honoring life on His created earth. (Acts 1:8, John 15:26-27).

We are young and old seeking to do His will in love one day at a time. We enter into community through these doors, building one another up in love, and then go out living and sharing the light of the Gospel into the world, as per our mission statement:

“For God’s glory, and by His power, we are a fellowship of sinners who worship God, study God’s word, love all people, and share the hope we have in Jesus Christ.”