

A New Logo for SSU – Context and Inspiration

Sydenham Street United Church has been on a journey of discovery and renewal for more than a decade. We discerned a new vision for the building. We strove to steward our finances and property in ways that are sustainable and reflect our values, while also widening our impact in the community. A vision for The Spire has emerged: a community hub for art, justice, and spirituality. As The Spire grows and flourishes, the congregation's leadership has recognized that we need to be more intentional and effective about sharing who we are and what we are about both within and beyond the congregation. (The Spire has not replaced the congregation!) The Communications Committee has developed a multi-pronged strategy to modernize our online presence and increase the congregation's profile. We are working with a professional web designer to redevelop the website. A first step in that process has been to create a new logo.

Current Sydenham Street United Church Logo



For at least three decades, we have been using this logo. You'll note that it prominently features the façade of the building. It is black and white, Gothic in style and intricate. The design at the top of the logo is the outline of the rose window located above the main doors.

The Spire Logo



The Spire's logo is a bit more colourful, simpler and modern in appearance. It also highlights a feature of the exterior of the building, specifically the spire.

The Affirm United Logo



Our congregation regularly uses the Affirm United logo in our communications. This is the official logo that Affirming congregations are granted permission to use (as they wish). Note the rainbow colours and the cross. They are powerful symbols of affirmation and faith. We will continue to use the Affirm logo on a regular basis.

Introducing a New Logo for Sydenham Street United Church

Taking inspiration from our previous logo and other logos (see reverse side), the Communications Committee¹ together with Rev. Catherine enlisted professional help to craft a new logo. The extended process involved looking at other church logos, featuring versatile formats that worked in colour as well as black and white, and that could be displayed in both horizontal and vertical formats in both online and hard-copy documents. We considered six designs and, through a staged process, chose the logo you see below. It is simpler than the previous SSU logo, more modern, still speaks to our heritage, references the building and incorporates important Christian symbols.



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UNITED CHURCH



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We took inspiration from the rose window above the main entrance. It is prominent in our old logo and a part of our building, providing a connection to our history and to this place. Rose windows have a long history in Christian architecture, pointing both to Christian history and to nature/creation. The rose window is also seen from both outside and inside the church, reflecting our search to be both introspective and outward focused. The circular shape symbolizes eternity and inclusion. The petals resemble the shape of people, united around a common centre point of faith. The colours soften the design, and evoke life and vitality. The logo's simplicity and symbolism strike a balance between historic and modern. This logo will be used on all forms of Sydenham Street United Church communications.

¹ Communications Committee members involved: Marielle Boyce, Phil Teillet, Lynn Freeman (chair)