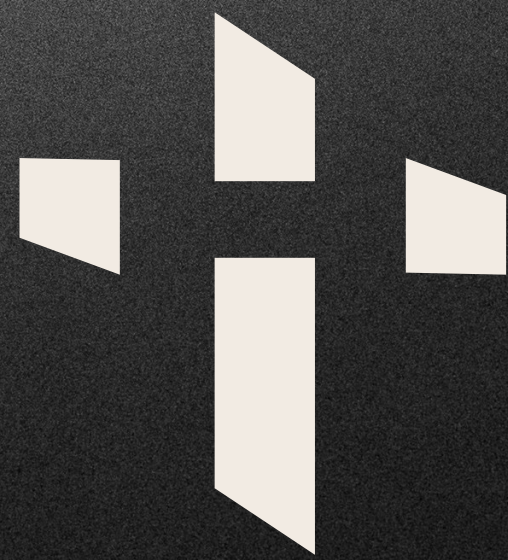




HUTCHINSON
MISSIONARY
BAPTIST CHURCH

Hutchinson Missionary Baptist Church is a historic congregation in the heart of Montgomery, Alabama, with a legacy of spiritual leadership, civic involvement, and social justice. As the church experiences new growth and renewed energy, there is a desire to establish a refreshed visual identity that honors its rich 124-year history while engaging a new generation of worshippers.



Old Logo

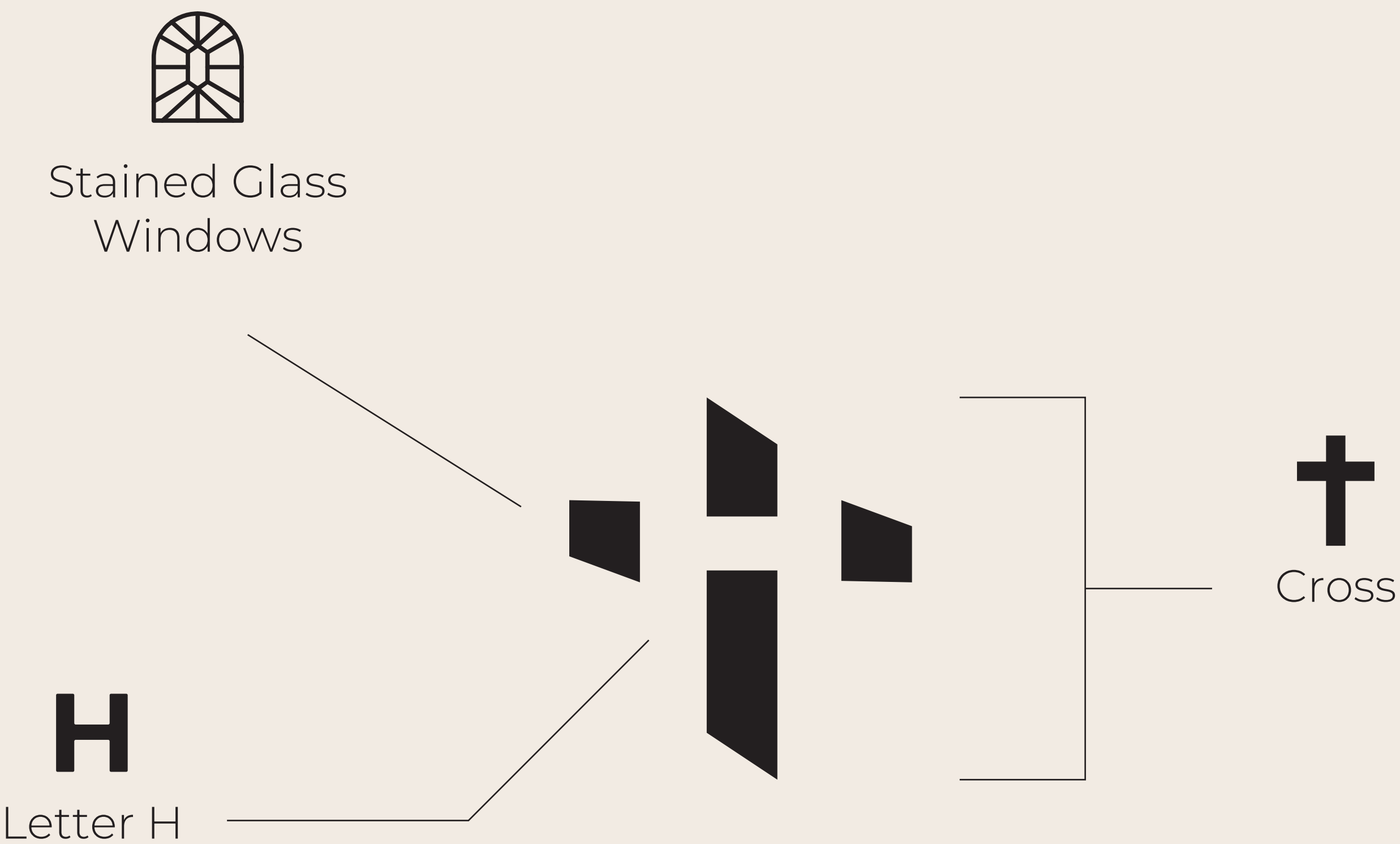


New Logo

Developed Concepts



Anatomy





HUTCHINSON
MISSIONARY
BAPTIST CHURCH

Logo guidelines



Full logo



Mark

Aztec Gold

#CA905A

RGB (202, 144, 90)

Indigo

#253959

RGB (37, 57, 89)

Weldon Blue

#7995B7

RGB (121, 149, 183)

Raisin Black

#231F20

RGB (35, 31, 32)

Violet-Red

#820B41

RGB (130, 11, 65)

Alabaster

#F2EBE2

RGB (242, 235, 226)



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Headlines

Montserrat bold

Aa

BbCcDdEeFf

012345+;%@*

Body text

Montserrat regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh eu-
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aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation
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Lorem ipsum dolor sit amet, cons ectetuer



CONNECTION CARD

ne: _____

ne: _____

ail: _____

I am interested in...

☐ Salvation ☐ Baptism ☐ Membership

Can we pray for you?

☐ Check here if you need prayer today









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A COMMUNITY OF FAITH, HOPE, AND LOVE

See what God can do through you.

