



NEW SALEM BAPTIST CHURCH  
**E-NEWSLETTER**



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## **New Salem Launches New Logo**

The New Salem Communications Ministry is excited to announce our new logo to the congregation. Our logo is one of the most visible elements of our brand. As one of the first Baptist Churches in the Columbus, Ohio community, we're filled with wisdom, creativity and faith that stems from our history and traditions. A brand is more than a logo, an image or church colors. At New Salem Baptist Church our brand defines who we are, what we say, and how we act. It represents how we see ourselves and how we want other people to see and know us, too. At its foundation, our brand supports our mission and vision. The goal of our brand is to tell a consistent, authentic story for New Salem Baptist Church: one that enhances our reputation, heightens faith and engagement, and builds an awareness of what makes a New Salem worship experience unique. Here is the meaning of our logo:

**NEW SALEM** or New Shalom identifies the peace, wholeness, balance and well-being intrinsic to the New Covenant in the Lord Jesus Christ with the people of God.

**The CROSS** is the core of our CHRISTIAN WITNESS to the life, suffering, death, resurrection and reign of Jesus Christ, the Son of the living God, for the salvation of those who believe. Both central and visible in our focus, the cross is shown taking root in the church as the reminder of our redemption and our responsibility.

**The WORD OF GOD**, represented by the BIBLE, is the revelation of Jesus Christ to humanity and the foundation of our knowledge of Christ in who we are for His sake.

**The descending DOVE** symbolizes the power, presence, promise and the protection of the HOLY SPIRIT upon the church, who lives within us to be our strength and our guide to the purposes of God.

**The red** in the stained glass window represents the BLOOD OF CHRIST streaming down for the remission of our sin and the basis of our hope. The blue stained glass panes represent the WATER OF BAPTISM through which the believer is connected to the Body of Christ.

**The window** shows the LIGHT OF GOD shining through the lens of the cross into the church, and also the people of God looking outward through the lens of the cross to the world, among whom we are called to bear witness of Christ.

For additional questions regarding our logo, please contact director of Communications, Dr. Monica Lowe at [mlowe@newsalemmares.com](mailto:mlowe@newsalemmares.com) or 614 930-2242.

**Email Dr.  
Lowe**

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