

City Church Eastside is a church for the local neighborhood, telling the story of the Christian faith and promoting social healing and cultural renewal.

City Church Eastside is located just east of downtown Atlanta, in the middle of a small grouping of unique, local, and culturally rich neighborhoods where residents live, work, and play all in the same community.

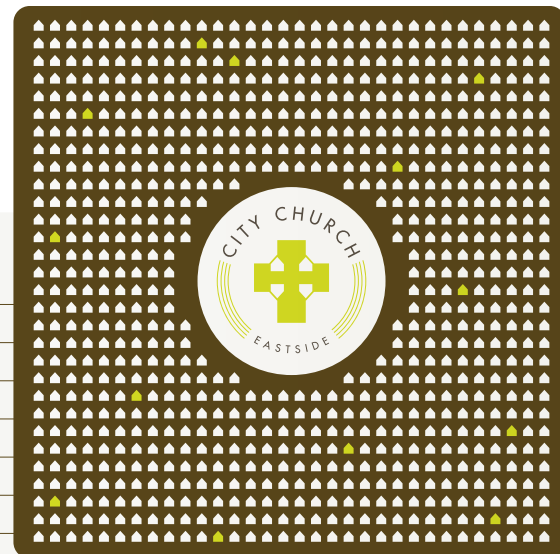


Goals

- Tell the story of the neighborhood church.
- Promote the concept of community living.
- Create a unified brand system to include future neighborhood congregations.

The Eastside is the cradle of the civil rights movement and still today issues a clarion call not just for racial reconciliation but for a unity that eclipses race, economics, and social stratification.

Scott Armstrong
Lead Pastor
City Church Eastside



Process and strategy: Scott Armstrong, the founder of City Church had lived in the Eastside for several years before planting the church in order to gain a rich understanding of the people he would be serving as well as the spiritual ethos of the community. The vision was to be a reflection of the eastside community, which meant not growing to be a large church, but rather to be a network of small churches serving the local communities.

Matchstic joined the process with Armstrong and his launch team to set up a brand architecture that would allow for growth and the eventual launch of several small neighborhood churches. The name City Church Eastside was chosen as a way to speak to the cultural renewal of the city and establish common ground for future City Church locations.

Creative solution: The central idea behind the City Church identity reflected the unique vision of the church being focused on serving the local neighborhood. Matchstic created a pattern of simple houses that would be used as a graphic device to tell the story of community. A cross is the central icon of the Christian faith, but it needed to be used in a way that was unique to

City Church and its story. A Celtic cross provided a more appropriate graphic foundation, in which there are two lines intersecting with a circle around the center. Matchstic used the two lines of the cross to represent two streets intersecting. The negative space created by the circle was replaced by four houses, thus communicating the idea of a church at the center of a neighborhood. The symbol was placed in a circle with the name and neighborhood around it to accomplish the goal of making it scalable to other neighborhood churches.

Results: The solid foundation of the City Church Eastside brand identity gave the pastor and his launch team a representation of their shared vision and passion. A year after launch they outgrew their place of worship and moved into a larger facility. But more than raw attendance numbers, the church continues to focus its efforts on local community groups caring for the neighborhoods in which they live. City Church plans to launch their second local church within the next three years.

Once a year, Matchstic provides one deserving nonprofit organization with an entire brand makeover free-of-charge. Our goal is to substantially increase the nonprofit's efforts and establish brand recognition within their community. Additional service providers joined us to partner on City Church Eastside.

Craig Johnson
Partner
Matchstic

