



Urban Ministries of Wake County Brand Development Narrative

We are delighted and proud to unveil a new look for Urban Ministries of Wake County.

What does the brand mark mean?

The new logo combines an open hand with an open heart to convey the ideas of guidance and support. We are a welcoming partner, inviting clients into an accepting, non-judgmental place.

The inclusion of tall buildings along with the rolling hills illustrate that UMWC serves all people throughout rural and urban areas of Wake County. Blue, the color of the sky (and skyscrapers), symbolizes trust, loyalty and confidence. Green, the color of nature, symbolizing growth, hope and harmony.

The lower-case typography used in the name presents us as welcoming and approachable, while the capitalized “of Wake County” highlights our geographical focus and quickly distinguishing us from other urban ministries.

The tagline “Compassion. Dignity. Care.” reflects our commitment to serve clients in a kind, respectful way that builds and maintains self-sufficiency and independence.

Why did we change the logo?

A logo is a consistent visual representation of an organization or brand. It identifies us and promotes us. Our previous logo had served us well for years, but we felt it was time to reevaluate and refresh. We wanted to show, in a more conceptual and emotional way, more of what we do (a hand up, not a hand out), where we do it (across the county, not just in Raleigh), and how we do it (with a heart-felt belief in empowering our clients).

How did we arrive at the new look?

The brand development process took place over many months and included research, surveying, evaluation of insights, discussions and design iterations. We surveyed key stakeholders including clients, volunteers, staff, donors and Board members to understand their perceptions of Urban Ministries of Wake County and its logo.

Who was involved in the process?

Dr. Peter Morris, our marketing team, numerous staff members, and the Board were involved in the logo development process. A professional communications and design agency, S&A Communications, was engaged to guide the brand development process from research to design concepts to brand launch.

Where will the new logo be used?

Everywhere! The new brand look will replace the former logo on everything from email signatures to the website, signage to printed materials.