Design factors for new logo for St Swithun’s Pymble

# The need for a name change

The name St Swithun’s has significant positive attributes:

* It has been the name of our church since its foundation in 1901.
* It has very positive associations for a large number of our current members.
* It has some appeal to non-members who value history and tradition.

However, the name St Swithun’s also has significant negative attributes:

* Our church takes its name from Swithun (died c. 862 [AD](https://en.wikipedia.org/wiki/AD)), an Anglo-Saxon [bishop of Winchester](https://en.wikipedia.org/wiki/Bishop_of_Winchester) and subsequently patron saint of [Winchester Cathedral](https://en.wikipedia.org/wiki/Winchester_Cathedral). Wikipedia notes that “his historical importance as bishop is overshadowed by his reputation for posthumous miracle-working.” Today, St Swithun is best known through his association with a [British](https://en.wikipedia.org/wiki/United_Kingdom) [weather lore](https://en.wikipedia.org/wiki/Weather_lore) [proverb](https://en.wikipedia.org/wiki/Proverb), which says that if it rains on Saint Swithun's Day, 15 July, it will rain for 40 days. Given that 50% of local residents have a graduate or post-graduate qualification, this rather quirky association can be unhelpful.
* Most people in Pymble neither know nor care who St Swithun was. The name does not convey who we are or what we stand for but rather emphasises historical ties with England. These ties are becoming increasingly irrelevant as the population of Pymble is becoming much more diverse.[[1]](#footnote-1)
* Younger church members feel uncomfortable using the name St Swithun’s when inviting their friends.
* Church members often use the nickname ‘Swiz,’ which is, again, another unhelpful association for non-members.

We think the name **Pymble Anglican Church** will better describe who we are and what we stand for in terms of geographical location, denomination and entity.

# Our church building

Our church building is quite distinctive in the local area (see photos attached). Its traditional design and sandstone construction makes it a sought after wedding venue. This may or may not be something we should capitalise on in the design of our new logo.

# Our new mission and vision statement

We have recently changed our mission and vision statement and we want to reflect this in our new branding:

* Our mission: to engage intentionally with our community in such a way that, by sharing the transforming love of God, people become followers of Jesus.
* Our vision: to see everyone in St Swithun’s active in:
  + welcoming people into God’s family,
  + nurturing people with God’s Word, and
  + serving people with God’s love.

# Desired outcomes for our new logo

We would like a new logo that:

* enables us to transition from the historical name St Swithun’s to the name Pymble Anglican Church by:
  + incorporating both the old and the new names.
  + enabling readers to interpret the design layout as giving precedence to either St Swithun’s or to Pymble Anglican Church e.g. by clever use of font size and/or layout.
  + lending itself to dropping the name St Swithun’s in the short to mid-term.
* incorporates the key words of our new vision statement – welcome, nurture, serve – and that, possibly, conveys some idea of this graphically.
* is fresh, contemporary, clean and simple.
* is usable on our website at www.swiz.org.au (currently being redeveloped).
* uses dark blue as the primary colour (and perhaps lighter shades thereof).
* possibly uses a stylised graphic of the church building.

1. From 2006 to 2011 the population of Pymble sharing English ancestry fell by 1.4% to 33.4%. In the same time period, the percentage of those sharing Chinese ancestry grew by 3.2% to 13%. [↑](#footnote-ref-1)