

The logo consists of a stylized flame or fire icon on the left, rendered in a gradient of yellow, orange, and red. To the right of the icon, the letters "NCC" are displayed in a bold, red, sans-serif font.

**NCC**

**NCC** is a large community-facing Elim Church in the heart of Newquay, Cornwall. This project involved branding, consultancy and online development as part of a larger renaming exercise – as the church was planting a new congregation in the nearby town of Redruth.

Development included the new identity, application and online communications, and the project ran over 30 months.

September 2016

<http://www.nccdream.com/>



NCC Newquay  
NCC Redruth

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**Lead Pastor Mike Robins**

*Discovering purpose, discovering life...*

History
Leadership
<b>Vision</b>
Accountability
Get in touch
Partner with us
Staff



## Latest Twitter

Tweets by @NCCDream



Yep. Sunday paved the way for Shrove Tuesday! 😄 #pancaketosscomp



## Welcome to NCC

Welcome to our church family – a movement of people simply in love with Jesus. We are rooted in and based upon the truth in the bible, and believe that knowing Jesus personally will bring you into the fulness of who you were made to be. We believe that He loves us the way that we are, but that He loves us too much to leave us that way and that He changes lives! We believe that He has a high calling for every individual, regardless of race, gender, age or financial status, and we are exploring what it means to 'Simply love Jesus' out of our base in Cornwall, UK.

We've grown up in Newquay, where the church has been based for many years. The last ten years has seen us



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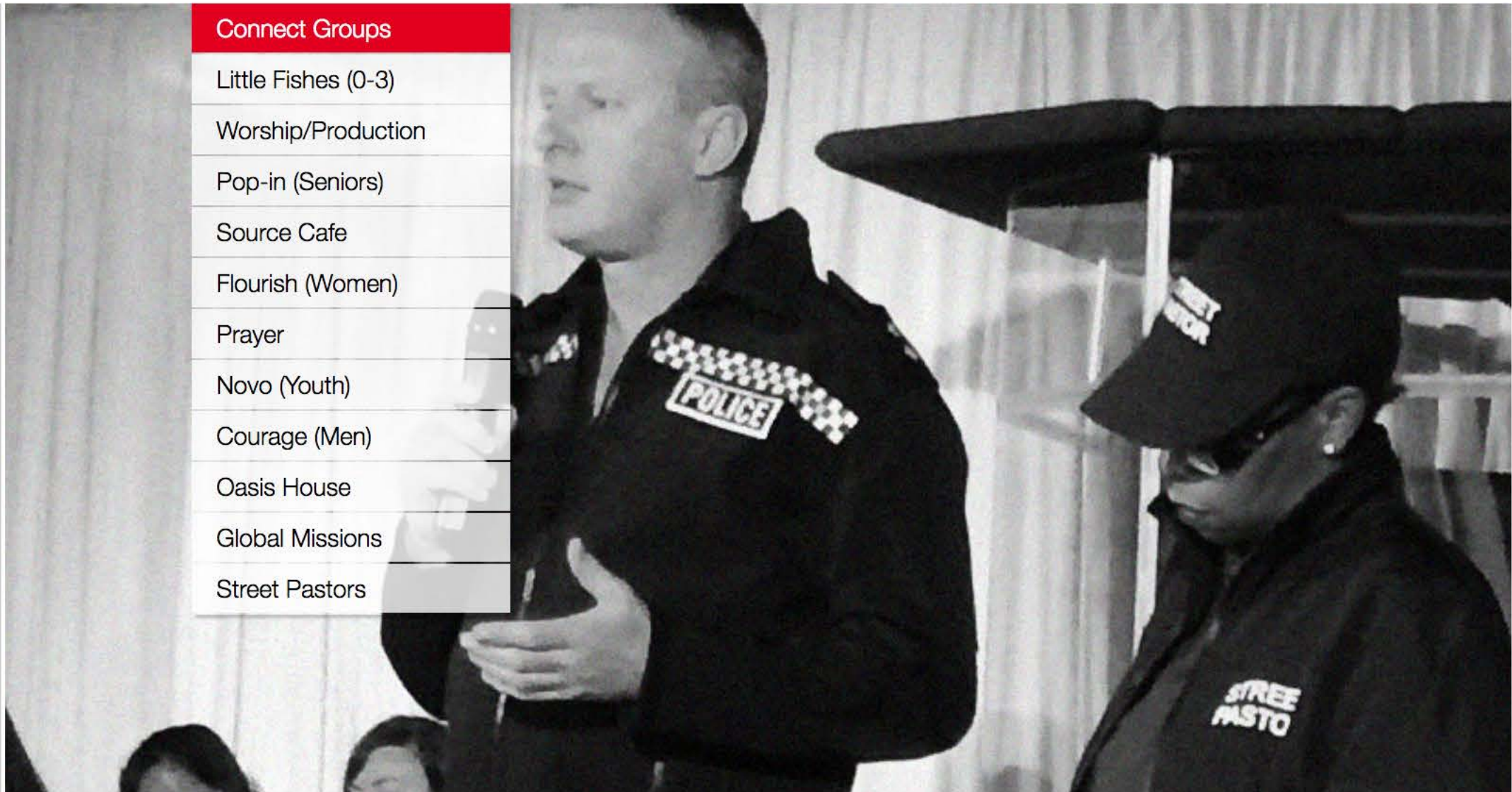


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- Ministries**
- Connect Groups
  - Worship/Production
  - Little Fishes (0-3)
  - Pop-in (Seniors)
  - Source Cafe
  - Flourish (Women)
  - Prayer
  - Novo (Youth)
  - Courage (Men)
  - Oasis House
  - Global Missions
  - Street Pastors**



## Street Pastors

Newquay Street Pastors are a team of committed Christians, from a range of churches, in Newquay who work with the Police and the local council, to promote safety on our streets. New Creation Church Newquay is part of this committed partnership prepared to make a difference in Newquay.

Many come with the determination to share the love of Jesus, knowing that the God who accepted us at our worst has a love for Newquay.

Church partners do this by giving up a Friday evening once a month and going out into the town between

Stories

What's in a name?

Chelsea

George

John

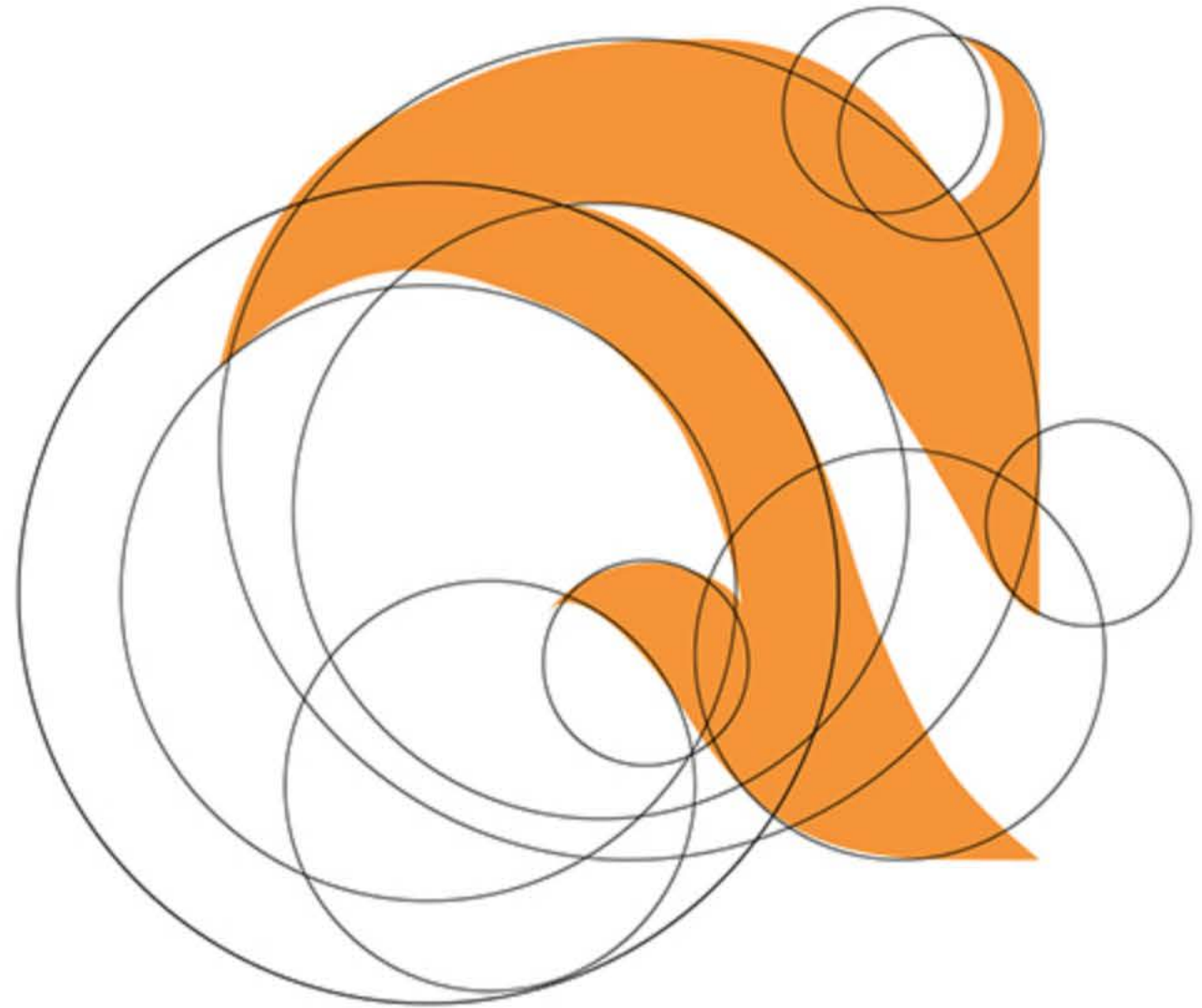


## What's in a name?

As we have grown over the past decade, we have physically expanded from our Seymour Avenue Campus to include the larger Wesley Campus just a few doors down the road. When we decided to plant as a church in Redruth, we faced a broader problem – over and above the physicality of the move.

Having been called 'Newquay Christian Centre' for years, how do you then begin to translate that name into a new town? Do we become 'Newquay Christian Centre in Redruth', 'Redruth Christian Centre', or even drop both towns and become 'Cornwall Christian Centre'? The options are numerous, and everyone (rightly) will have a view. So, in and around the logistics of developing a church plant (with a building

The design brief considered the existing elements of the visual mark, and explored new themes that were part of our core identity today. Having used a typographic fleuron (a letterform based on nature, often seen in ornamental designs) in our literature ten years ago to symbolise movement & fluidity, and with the abundance of visual references in our new Wesley stained-glass windows, we developed a new mark based on an existing typographic fleuron and re-drew it so you could read it as a flame (spirit), wave (ocean), leaf (growth), etc. depending on the need.





 **NCC**

 **NCC** Newquay

 **NCC** Redruth

 **NCC** Growth

The simple lines and sans serif typeface were all deliberately chosen to form a backdrop for what would then be a far more 'visual' expression of our church family. Black & white photography of the people that make up our community would dominate the new website, and the resulting 'brand' would be held loosely to allow us (geographically or departmentally) to grow organically.

 **NCC**



**NCC**  
*Simply a beautiful home*

