

the. *Vision*

MONTHLY NEWSLETTER FIRST BAPTIST CHURCH OF SHALLOTTE OCTOBER 2020

A NEW LOGO,
A NEW LOOK,
BUT THE SAME
MISSION

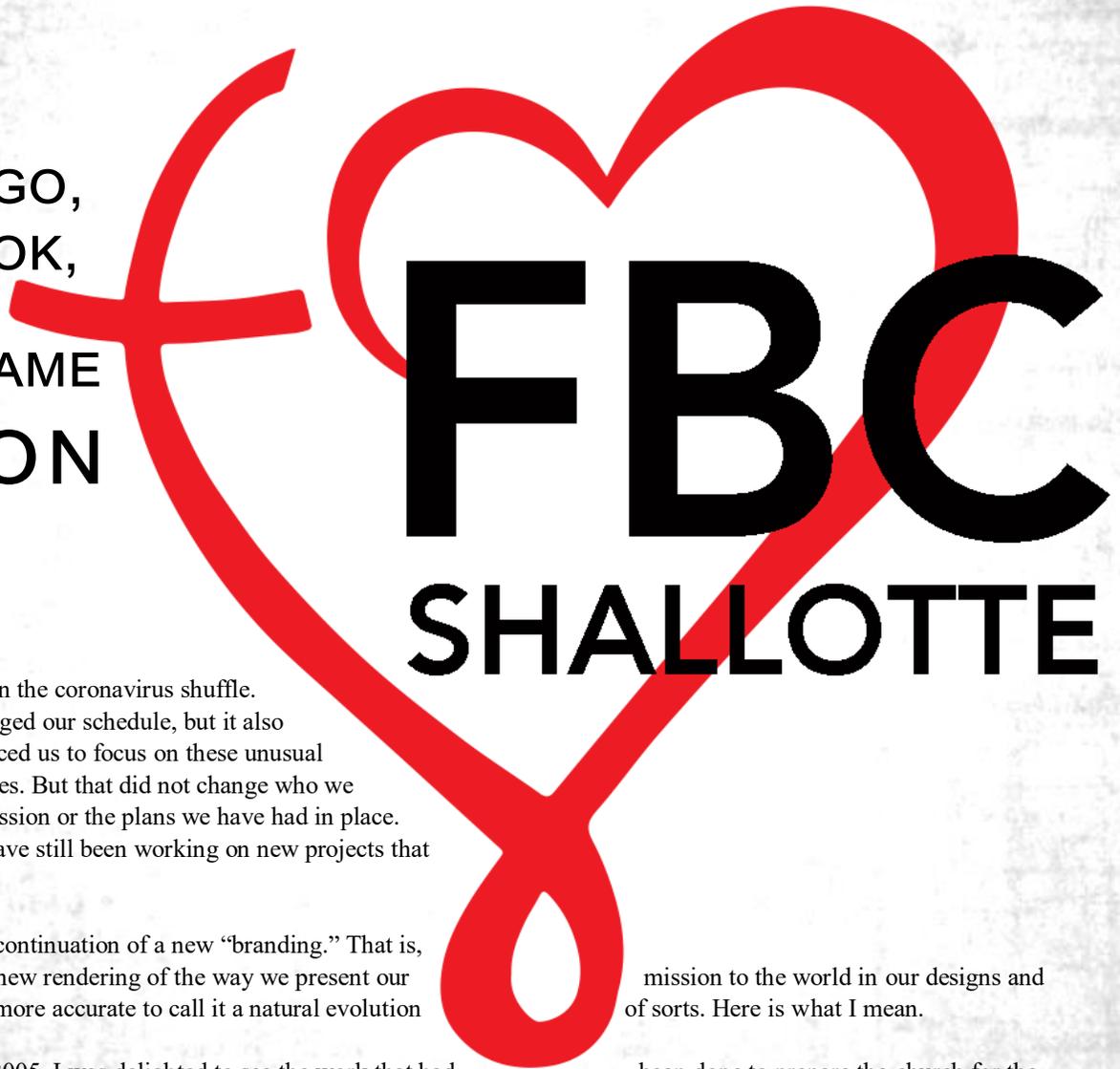
Pastor Bob

Strategy 2019 got lost a bit in the coronavirus shuffle. The pandemic not only changed our schedule, but it also shifted our priorities and forced us to focus on these unusual and unexpected circumstances. But that did not change who we are. It did not change our mission or the plans we have had in place. And behind the scenes we have still been working on new projects that point us toward the future.

One of those projects is the continuation of a new “branding.” That is, we have been working on a new rendering of the way we present our our logo. In fact, it may be more accurate to call it a natural evolution

When I arrived at FBSCS in 2005, I was delighted to see the work that had been done to prepare the church for the future. Chief among that preparation was a logo, the artwork that represents the church to the public. When the time came to prepare that logo, Buddy Norris stepped up.

Buddy is a faithful member of FBSCS, an artist, and the owner of Norris Sign Works. The church asked him to create a logo that would represent the church to the community and the public. His logo is the one you have seen on our materials, signage, and signatures. I asked Buddy to share those days and what it was like to create the church’s first logo, and here is what he said: “I was alone in my studio after being commissioned to create the church’s very first logo and after praying earnestly to God for his help, he showed the appropriate logo. . . . As for the mechanics of the logo itself I made the heart a non-perfect” representation, indicating “that not one of



mission to the world in our designs and of sorts. Here is what I mean.

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A New Logo, A New Look, But the Same Mission

us have a perfect heart yet God loves us each individually anyway. The letter style itself is called Papyrus which is commonly recognizable among Bible scholars and prevalent in biblical studies. “And the letters are joined between the B and the C to create the fluent, easy flowing relationship between God’s children in His house. I tried to keep it as simple as possible, yet effective.”

So why a new rendering of the logo? Once Strategy 2019 was underway, it became clear that updating or redesigning one area of the church would impact others. When the new sign became a topic of discus-

sion, so did our branding in every area. In addition, it was time to consider how our logo could be rendered to directly express the “Simple Three,” our mission, adopted in 2010, to Love God, Love One Another, and to Love the World.

So the staff set about studying renderings that utilized the images of the original logo, expressed our mission and values, and fostered a look for the future.

So, here you see the new logo! This new logo retains the images that Buddy originated, and also maximizes the dynamic, flowing style, especially in the heart,

while intentionally integrating our mission statement in the full logo. The heart is a sweeping, active rendering, representing the ongoing, active state of “loving” God, one another, and the world. At the apex of the heart is the cross of Jesus Christ, indicating that preaching Christ’s work on the cross and in the resurrection is the heart of the church, and that His love for us makes “loving” God, one another, and the world possible. And it also shows that taking the Gospel to the world is our primary mission.

In keeping with Buddy’s original design, the rendering is simple. In fact, as is common today, it is a minimalist expression. It is also versatile and can be rendered as the full

logo or as a smaller logo that keeps the church’s name and the most important part, the heart and the cross. Finally, in both the full logo and its reduced version, the name of the church is present to always identify the church directly in the logo.

So it is a new look, a new logo, but with the same mission. And we retain the rich heritage and legacy we have for reaching our community for Christ.

With Love in Christ,
Pastor Bob

Visit Pastor Bob’s Blog:
BOBWEATHERS.NET



**FIRST BAPTIST CHURCH
OF SHALLOTTE**

LOVE GOD. LOVE ONE ANOTHER. LOVE THE WORLD.

Please Note: The staff has had some intermittent issues with sending and receiving emails, especially when dealing with ATMC’s email addresses. If you attempt to reach us by email and do not receive a response in a timely manner, please call the church to follow up. If you are having trouble receiving our emails and have an ATMC email address, we suggest you contact ATMC directly for assistance. Be sure to add fbcshallotte.org and firstbaptistshallotte.com to your safe senders list.

Operation Christmas Child Shoebox Ministry Launches October 25

Operation Christmas Child is a hands-on way for you to bless children in need across the world by filling shoeboxes with toys, hygiene items, school supplies, and fun gifts. We collect the boxes and they are distributed in the name of Jesus Christ to children living in vulnerable situations.

As you prayerfully prepare to pack your shoebox gift,

please remember that your shoebox may be the only gift the child ever receives. So, plan to pack quality items that will last.

How to Pack a Shoebox:

- Find a standard-size shoebox.
- Fill it with a quality

“wow” toy and other gifts. Gift suggestions at fbcshallotte.org/occ.

- Most importantly, pray for the child who will receive your shoebox. You may include a note and a photo.
- Include a \$9 donation to

cover shipping costs.

- Bring your shoebox gift to church by November 15, our shoebox dedication service.

Events

WEEKLY

- **Sundays at 11am**
Worship—Online at fbcshallotte.org/live or In Person (RSVP at fbcshallotte.org/rsvp)
- **Sundays at 5pm**
Prayer Walking & Gathering
- **Wednesdays at 6:30pm**
Christians in the Chaos Bible Study w/ Pastor Bob
Online at fbcshallotte.org/live or In Person (no RSVP required)
- **Wednesdays 6:30-8pm**
Youth Ministry at FBCS (Outside)
Study Through the Gospel of Mark

THIS MONTH

- **Oct 11th at 11am—**
2021 Proposed Budget Distribution
Copies will be emailed to everyone that signs up for online access to the Quarterly Ministry Meeting or at the office during business hours.
- **Oct 16th thru 18th—Youth Ministry Fall Retreat**
Carolina Pines Campground
Cost is \$75, due by Oct 7th.
Contact Pastor Michael for more information
- **Oct 25th at 9:30am—**
First Kids Up Worship Experience
- **Oct 25th at 6pm—**
Quarterly Ministry Meeting & 2021 Budget Discussion/ Vote
In person (no RSVP required) or online (sign up at fbcshallotte.org/ meeting for access).

BRUNSWICK BAPTIST ASSOCIATION TOY STORE BENEFIT CAPTAIN'S CHOICE GOLF TOURNAMENT

November 21st at Lion's Paw Golf Course at Ocean Ridge Plantation, OIB; 8am Registration, 9am Start

Ways You Can Support the Event:

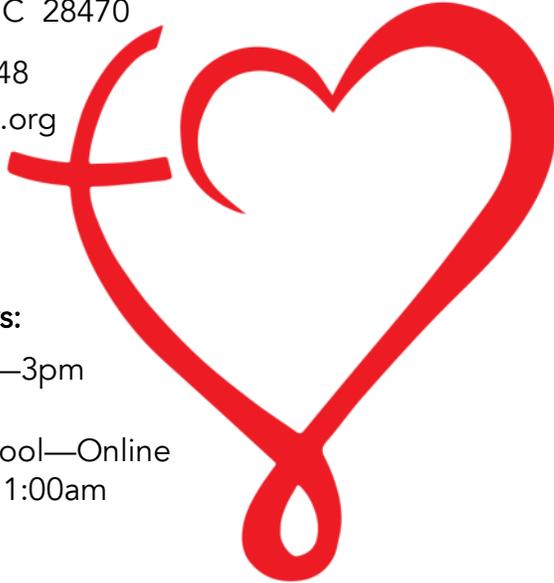
- Put together a foursome team to play. \$75.00 per player-snack, water & box lunch provided.
- Sponsor a hole
-\$100 Individual -\$250 Bronze
-\$500 Silver -\$750 Gold
-\$1,000 Platinum
- Donate items, services or gift certificates...for raffle and player prizes.
- Make a Cash Donation (make checks payable to: "Brunswick Baptist Association" with "Golf Tournament" in the memo. Send to P.O. Box 80, Supply, NC 28462

FIRST BAPTIST CHURCH OF SHALLOTTE

LOVE GOD. LOVE ONE ANOTHER. LOVE THE WORLD.

4486 Main Street
Shallotte, NC 28470

910.754.4048
fbcshallotte.org



Office Hours:

M-Th 9am—3pm

Sunday School—Online
Worship—11:00am

Non-Profit Organization
U.S. Postage Paid
Permit No. 318
Shallotte, NC

Read the Bible Beginning to End Reading Plan

1-Year Plan. It is important to understand the fullness of God's message to the churches, and a great way of doing this is reading the Old and New Testaments simultaneously. This plan, which can be completed in one calendar year, does just that. Readings from both Testaments are included from the beginning and although each reading does not contain both Testaments, the two are read effectively.

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|--|--|
| <input type="checkbox"/> 10/1 Isaiah 11-13; Ephesians 4 | <input type="checkbox"/> 10/17 Isaiah 50-52; 1 Thessalonians 5 |
| <input type="checkbox"/> 10/2 Isaiah 14-16 | <input type="checkbox"/> 10/18 Isaiah 53-55; 2 Thessalonians 1 |
| <input type="checkbox"/> 10/3 Isaiah 17-19; Ephesians 5 | <input type="checkbox"/> 10/19 Isaiah 56-58; 2 Thessalonians 2 |
| <input type="checkbox"/> 10/4 Isaiah 20-22; Ephesians 6 | <input type="checkbox"/> 10/20 Isaiah 59-61; 2 Thessalonians 3 |
| <input type="checkbox"/> 10/5 Isaiah 23-25; Philippians 1 | <input type="checkbox"/> 10/21 Isaiah 62-64; 1 Timothy 1 |
| <input type="checkbox"/> 10/6 Isaiah 26-27; Philippians 2 | <input type="checkbox"/> 10/22 Isaiah 65-66; 1 Timothy 2 |
| <input type="checkbox"/> 10/7 Isaiah 28-29; Philippians 3 | <input type="checkbox"/> 10/23 Jeremiah 1-2; 1 Timothy 3 |
| <input type="checkbox"/> 10/8 Isaiah 30-31; Philippians 4 | <input type="checkbox"/> 10/24 Jeremiah 3-5; 1 Timothy 4 |
| <input type="checkbox"/> 10/9 Isaiah 32-33; Colossians 1 | <input type="checkbox"/> 10/25 Jeremiah 6-8; 1 Timothy 5 |
| <input type="checkbox"/> 10/10 Isaiah 34-36; Colossians 2 | <input type="checkbox"/> 10/26 Jeremiah 9-11; 1 Timothy 6 |
| <input type="checkbox"/> 10/11 Isaiah 37-38; Colossians 3 | <input type="checkbox"/> 10/27 Jeremiah 12-14; 2 Timothy 1 |
| <input type="checkbox"/> 10/12 Isaiah 39-40; Colossians 4 | <input type="checkbox"/> 10/28 Jeremiah 15-17; 2 Timothy 2 |
| <input type="checkbox"/> 10/13 Isaiah 41-42; 1 Thessalonians 1 | <input type="checkbox"/> 10/29 Jeremiah 18-19; 2 Timothy 3 |
| <input type="checkbox"/> 10/14 Isaiah 43-44; 1 Thessalonians 2 | <input type="checkbox"/> 10/30 Jeremiah 20-21; 2 Timothy 4 |
| <input type="checkbox"/> 10/15 Isaiah 45-46; 1 Thessalonians 3 | <input type="checkbox"/> 10/31 Jeremiah 22-23; Titus 1 |
| <input type="checkbox"/> 10/16 Isaiah 47-49; 1 Thessalonians 4 | |