



We are excited to join with over 100 Unity centers, Unity Worldwide Ministries and Unity World Headquarters at Unity Village in adopting the new Unity logo. Look for it around our campus starting July 2012.

Unified Brand for participating Unity Ministries

Recently, Unity Worldwide Ministries conducted branding research to learn more about how Unity can clearly present ourselves to those who are seeking a like-minded spiritual community. Based on this research, a branded identity has been created for our Unity movement.

What is a Brand?

A brand is our identity, a perception, how we are perceived by our congregants and potential congregants. Brand can send messages through organization names, images and language used. A brand identity creates cohesion among Unity ministries, Unity Worldwide Ministries' home office and Unity World Headquarters at Unity Village. This cohesion leads to greater recognition of all ministries.

Consideration of Ministry Name Change

Currently over 100 ministries have adopted the new Unity logo across the U.S. and Canada. While our Board of Directors supports our participation in the Unity Identity Project to adopt the branding logo and other recommendations, we are also considering changing our ministry name. The extensive branding research indicated that many who are attracted to Unity prefer the term "spiritual community" to "church", and that images and feelings invoked from the word "church" often triggers past pain from negative religious experiences. Many ministries are electing to remove the word "church" from their ministry name.

What's in a Name? We would like your input!

Your input is very important as we consider possible names. The Board invites you to join them at a discussion meeting to offer you more information and give you the opportunity to share your thoughts.

Consideration of Ministry Name Change Discussion meetings

1. Sunday, January 22, from 12:30 to 1:30 p.m.
2. Tuesday, January 24, from 7 to 8 p.m.

You may also offer your input by completing a confidential survey. Watch for it in your e-news coming soon.

Potential names

- Unity of Overland Park
- Unity Church of Overland Park
- Unity of Overland Park Spiritual Community
- Unity Spiritual Community
- Unity Center of Overland Park