



## *Love thy Neighbor*

- **BCM and the Ichthys:** BCM is how most everyone refers to our organization, so we decided to go all in on that brand equity, while maintaining and elevating our foundation and heritage as a faith-based organization rooted in the Christian church, particularly in Buckhead. You will notice that the Ichthys (Christian fish symbol) has shifted into the B (for Buckhead). This was intentional to acknowledge how we began – as a group of Buckhead Churches seeking to serve others through Christian charity. You will also notice the diversity in the colors of our brand. This represents the diversity of our organization – we serve all and all can serve. All are welcome, included, and valued. We love the clean, crisp font, and hope you do, too.
- **Georgia:** Last year alone, BCM served people in over 170 zip codes, when in 2017, we were serving in just 15 zip codes. As we have refined our programs and service delivery, others are taking notice and inviting us to help solve their housing and financial stability challenges. We are proud of our growth and embrace the opportunity to serve people beyond our historic geographic footprint.
- **Love Thy Neighbor:** We have adopted a tagline that not only tells others what BCM does, it contextualizes why we do it – because it is God's greatest commandment: To love God and to love our neighbors. We intentionally used Thy to unmistakably reference our Biblical and Christian mission. Anyone who has ever served or been served by BCM knows that we are called by God to this mission, and we want people for years to come to recognize this unifying imperative as who we are and whose we are.