



As we were working with the artists who were competing to design our logo, three concepts were central to the desired artwork. We wanted a logo that expressed “*inviting people into a community that is on a dynamic journey.*”

You’ll notice that the four lines all *invite* you into the center of the artwork and then *invite* you away again, reminding us of Jesus’ call on every disciple’s life to “come, follow me” and to “go” into the world.

Secondly, the four different lines are actually four unique people forming one *community*.

Finally, the entire logo is tilted forward (to the right), keeping us mindful that the community of God’s church should never be a stagnant place, but a living body moving forward on the *journey* of His mission in the world.

## JESUS AT THE CENTER

At the center of this community, forming and energizing it, is the cross where Jesus demonstrated the resolve of His love for all people. Jesus’ cross gives unity to a rich diversity of people. At Peace, this diversity shows up in two primary ways:

1. The diversity in how God’s gifts are shared (Contemporary Worship, Traditional Worship, Blended Worship, African Immigrant Worship, and active ministries).
2. The diversity of people to whom God gives His gifts (Anglo, African, Arabic, Hispanic, Asian, and different socio-economic backgrounds).

## INTENTIONAL DISCIPLESHIP

Our new logo also communicates Intentional Discipleship that grows out of a living and active connection to Jesus. This is seen in the color progression of our logo.

- **Brown** – where Jesus meets us. Showing us that we need a Savior and that we have a Savior who is committed to us to the point of death on a cross.
- **Blue** – our baptism, where we are baptized into a whole new life and a whole new family in God’s church.
- **Red** – Jesus’ blood that covers us, reminding us of the depth of God’s heart for us and for all people.
- **Green** – reaching out into the future, as God grows us up as disciples of hope and mercy who connect others to life in Jesus and His church.

## SIGN OF LIFE, SIGN OF JESUS

A logo isn’t much of anything by itself, but when people connect our logo to ...

- actual neighbors who care for them,
- to coworkers or fellow students who live authentic lives of faith,
- to friends who invest themselves in their lives and the lives of others...

... when people connect our logo to *you*, then our logo becomes a sign of life, a sign of Jesus *inviting* them into a *community* that is on a dynamic *journey* toward God’s kingdom.