



CHARITY LUTHERAN CHURCH

UNDERSTANDING OUR LOGO

A logo shows what is to be the main focus of a ministry. It does it as simply and powerfully as it can, in the hopes that people will be able to see the direction and the vision without confusion. Nevertheless, a good translation and explanation helps all of us as we share about Charity.

The Vision Statement: "A shelter in Christ transforming lives" A prophetic word was given to Charity in August 2000. The vision behind the word for us was that Charity has been planted as an oak (terebinth) to be a shelter for many when storms would come across the land. Charity is not the only oak, but we are to accept that planting of God and to grow into a healing place in Christ where lives are transformed, not by our own power, but by the working of the Holy Spirit in our midst.

The Tree: The tree is the focal point with the trunk emerging out of the center of "Charity" and rooted in the green of the Vision Statement. It rises to a crown of leaves (doves), all representing the Holy Spirit's varied gifting within the Body of Christ and the many members, all of whom are gifted. In this shelter lives are changed by Jesus and prepared for meaningful service in the Kingdom.

The Cross: The cross emerges in the center of the crown out of the trunk, reminding us that Christ and His cross are central to our proclamation. We are called to be disciples of Christ, to grow in His love and saving power. We are called to serve others in His name.

Our Name, "Charity": "Charity" was chosen as our name in 1979. It is a reflection of the love of Christ shown in charitable love and service to the community, both within

and beyond the congregation. To have this name tells the world that we intend to be generous in love and gifting toward the community. The logo calls us to live up to the name given us with Christ at the center of all we do. -

The Colors: Blue is the color of royalty for Christ. Green is the color for hope, healing, and new life from the Heavenly Father's grace. We pray that Charity will be such a place for Christ's glory.