

New Year Begins with New Logo

Memorial Presbyterian Church's new logo, shown on the right, was inspired by the new Mission Statement and Ends Statements developed by the Session earlier in 2017:



Connect. Inspire. Serve.

Connect people in faith, hope and love.

The people of MEMORIAL PRESBYTERIAN CHURCH, of all ages and backgrounds, connect in faith, hope and love. We:

- Explore the intersection of faith and life, where Divine and human, sacred and secular, community and individual meet.
- Approach life's questions through the lens of Presbyterian faith and values.
- Develop a deeper relationship with the Triune God.
- Know and care for one another as an inclusive community of faith.
- Connect across differences.

Inspire lifelong discipleship and spiritual growth.

The people of MEMORIAL PRESBYTERIAN CHURCH inspire lifelong discipleship and spiritual growth. We:

- Challenge people of all ages to connect spiritually to Jesus Christ, and to live faithfully as individuals and as a faith community.
- Give generously of our time, talents and treasure to our faith community, to the Fox Cities, and to the world.
- Lead spiritually within and beyond our walls.

Serve our neighbors near and far.

The people of MEMORIAL PRESBYTERIAN CHURCH serve our neighbors near and far. We:

- Answer God's call to discipleship through active service and engagement.
- Transform ourselves and our communities within and beyond our walls.
- Commit ourselves to faith, hospitality, life balance, and healthy lifestyles.
- Create authentic and meaningful relationships.

The center and the focal point of the new logo is the cross, which should look somewhat familiar to the viewer, as it is the same cross that is on the steeple of the church, on the front sign of the church, and also on the ends of the pews in the sanctuary. This cross reminds us that Christ is at the center of all that we do and where all of our efforts are focused. It is our grounding, our foundation, in our lives.

The recurring image of the cross shows movement, as we are not grounded in one place to remain static, but rather we are always doing our best to move forward. We are reformed and always being reformed, a concept that was highlighted in last fall's commemorative events on the 500th anniversary of The Reformation.

The bright, contemporary color palette suggests a rainbow, the symbol of God's covenant given to Noah, "This is the sign of the covenant that I have established between me and all flesh that is on the earth" (Genesis 9:18). It also reflects MPC's values of being a welcoming place to all people. The three words, "Connect. Inspire. Serve." encircling the top of the logo remind us that our new Mission Statement serves as an umbrella, giving us direction in all that we do.

The new logo will be officially introduced during the 10:00 a.m. worship service on Sunday, January 7, the day on which new Elders and Deacons will be ordained and installed.