

A logo represents who we are. In biblical times, names represented who people were, as our ancestors named their children according to their experience of them and their aspirations for them.

A logo, as a name, is a symbol of who we are and what God is calling us to be.

A biblical image, a palm tree in ancient times represented power and victory. Never shedding its foliage it kept its green leaves year round signifying immortality, resilience and triumph. From the same root comes the word *phoenix*, a universal symbol of resurrection and rebirth

Water, a biblical image as well, is a powerful element without which life cannot be. We are born into this life out of the water of our mothers' wombs, and reborn in the Spirit out of the water of baptism. Water's cleansing and refreshing power cannot be overstated. Jesus is the Living Water, which he himself offered to a marginalized other, the Samaritan woman.

Signifying that every end is a new beginning, and that God is still speaking, the rainbow comma symbolizes the sun, and identifies us as the United Church of Christ, representing an expansive, inclusive church where no matter who you are and where you are on the journey you are welcomed and celebrated in the UCC.

Hearing God's call, The Florida Conference aspires to be a community of resurrection and healing, of creativity and triumph, as it empowers its local ministries to live out the expansive and inclusive love of Jesus Christ toward a just world for all.