

# ABOUT OUR LOGO

Our church logo (distinct from the logo of The Lutheran Church—Missouri Synod) was designed in May 2010 by graphic artist Emily Gehrke, with input and approval from our Mission Committee.

The logo contains much symbolism. **Black**, the color of the Rochester skyline (notice the Mayo Clinic Plummer and Gonda Buildings) is the color of sin and death. By nature, we and the entire world (including Rochester) are dying in our sins. The **white** cross, towering above the city, reminds us that Jesus' mercy—his steadfast love and compassion—is for all. White is the color of gladness, celebration, and joy. Christ's mercy is certainly reason for much joy. The sun's **orange** rays reminds us that the Sun of Righteousness (Malachi 4:2, a prophecy of Jesus) shines across the city, shining the redemptive mercy accomplished once-for-all on the cross, shining that mercy in the tangible ways of the means of grace, Word and Sacraments.

Our church slogan is listed on the bottom of the logo, again in white printing to highlight Christ's pure mercy given for us sinners.

It is our hope that this logo will serve our congregation for many years to come by helping us focus on our reason for existence, as well as in communicating that reason to others.

