

# INTRODUCING THE ST. PAUL LUTHERAN CHURCH MISSION STATEMENT AND LOGO

After two years of time in God's Word, prayer, numerous drawings, and hundreds of refinements of one sentence, the time has now arrived to unveil the new St. Paul Mission Statement and logo that Council and Voters approved in April. St. Paul's new Mission Statement is **Rooted in Grace; Bearing Fruit with Love**. This Mission Statement is based specifically on the words of 2 Kings 19:30 and indirectly to John 15:4-17; Matthew 7:17; Galatians 5:22-23, and Philippians 1:9-11. In other words, God roots us in His means of grace (the Bible, Baptism, the Lord's Supper) within the body of Christian believers at St. Paul, so that individually and collectively we may bear abundant fruit with love. Christ roots us in His Word, in worship, and in our Christian community so that, with thanksgiving and in response to God's blessings, we may bear a harvest of abundant fruit of love and of the Spirit to share with others.

The new logo, in its *simplicity* is the outline of our St. Paul Church roofline from Hwy 60, the cross in our sanctuary, the blue color from inside the sanctuary, and the year St. Paul was established, 1851. You also see that St. Paul is cut in half with the word Lutheran in the middle. This represents St. Paul Church and School and the truth that together, we are one St. Paul! Being Lutheran is at the core of our confessional identity and how we bear fruit with love.

The logo in its *complexity* helps us visualize "Down, In and Out":

- "Down" helps us understand that everything begins with God. God comes down to us. God dwells with us. God invites us into His house of worship so that we might receive His means of grace and blessing.
- "In" describes our identity as a local congregation of Christian believers from different walks of life who worship together, pray together, fellowship and Bible study together, encourage and build one another up, forgive one another, and most importantly, love one another because Jesus Christ first loves us.
- "Out" visualizes what happens outside the church walls as we live godly, holy, forgiven lives and reflect Jesus in our words and interactions with family members, friends, co-workers, neighbors, community, and the world. We joyfully and gladly serve God and love others within our respective vocations in life and share the good news of Christ crucified and risen for the forgiveness of sins and everlasting life!

Please check out the Gathering Hall for a display of our New Logo, Mission Statement, and a few ways in which it will be utilized. Thank you again to everyone who submitted designs, sketches, and assisted in this process. Special thanks to David Butz and Ashley Cassel for initial designs and also to Andy Schumann and Cyndi Frohmader for final logo design. Together at St. Paul we are **Rooted in Grace; Bearing Fruit with Love**.

