



# Our Shepherd Lutheran Church

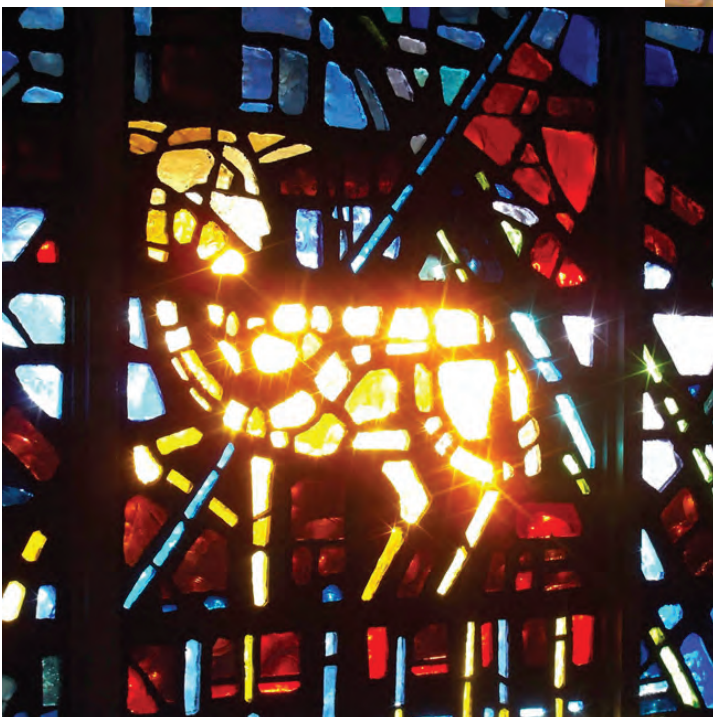
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## DESIGN BRIEF

To address an unwanted drift in the focus of the congregation, a new mission statement has been formulated by a committee of dedicated servants: "Our Shepherd gathers, nurtures, and serves because Jesus loves." Because He first gathered us to himself when we could not come on our own; because He nurtures us by His word and sacraments; and because He laid down his life in our place to provide eternal life with him; we gather, nurture, and serve each other.

A new ministry logo is called for to represent the three emphases, and graphically describe the natural movement from one area to another. Our primary example is furnished by Synod's own Tri-Emphasis logo. The new mark is to function in support of the church corporate identity (Shepherd and Lamb), sympathetic to its mid-twentieth century Cranbrook aesthetic.

Colors used will be blue, in reference to the significance of baptism; green, universally symbolic of growth as in leaves; and red, the color of the martyr's blood and symbolic of no greater love. Timeline is five weeks from concept to finish. In order to facilitate a graphic bridge between the past and future of the congregation, new type treatments will also be introduced to include both campuses: Church, School, and Child Care.



## SCRIPTURAL REFERENCE

Acts 2:42  
Matthew 18:20  
James 5:16  
John 15:1-11  
John 13:4-5



Our Shepherd  
Lutheran Church



Our Shepherd  
Lutheran School



Our Shepherd  
Lutheran Child Care



Our Shepherd  
Lutheran  
CHURCH • SCHOOL • CHILD CARE

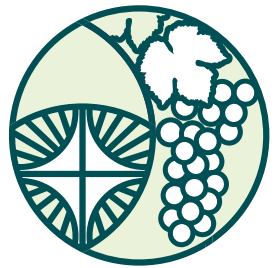


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GATHER



NURTURE



SERVE

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