



## About Our Logo

In our redesigned logo, we have chosen to present the name of our church in strong, bold letters that convey stability and consistency. We have also chosen to de-emphasize the words "of Gurnee" by making them smaller. This reflects the reality that, while Gurnee is the location of our facilities and the base of our operations, the people of Village Church reside in more than 25 nearby towns and villages and communities.

Prominent in our new logo is a distinctive-looking symbol that lies at its center, and depicts several things about our church. It tells a story, communicating visually and artistically who we are and why we exist. First, with regard to who we are, this symbol is a multi-colored mosaic that represents the increasing diversity of Village Church. Our fellowship includes a variety of people who come from many different ethnic, racial, theological, and denominational backgrounds, but who all share a common bond in Jesus Christ.

Secondly, with regard to why we exist, we have purposely chosen to use four colors in the mosaic...colors that are tied to our disciple-making mission and strategy. These four colors represent the four essential "lifesteps" of a Christ-follower that we are striving to instill in every one who joins our church family. Encouraging and equipping our people to GROW, CONNECT, SERVE, and REACH is how we help them follow Jesus more so that more follow Jesus!

The lush GREEN stands for GROWING more like Jesus—and the smattering of green throughout the mosaic reveals that our spiritual growth should permeate all of life.

The soft BLUE stands for CONNECTING in deeper friendships that deepen our faith. It is instructive that the blue pieces in the core of the mosaic are each surrounded by the other three colors, demonstrating our mutual commitment to love one another as we help each other grow, serve and reach.

The bold RED indicates the importance of actively and energetically SERVING—each one of us using our strengths to strengthen our church. Significantly, the main red parts anchor the corners of the mosaic, reminding us that our church's strength depends on a wide breadth of people faithfully engaged in Christian ministry.

Finally, the warm ORANGE suggests the attractive and winsome way we must go about REACHING others for Jesus by building two-way bridges into their lives. The four main orange points at the top, bottom, and two sides are not only like the four points of a compass, but also like the four points of Christ's cross—which reminds us that our mission is to go out in every direction to draw others to the One who died for the world.