

# **THE CHURCH LOGO**

Dr. Vernon E. Andrews

Communication Convention  
March 21, 2010



# LOGO

---

- A symbol of recognition it is not an inspirational symbol or document like the Spirit of Prophecy.

# LOGO (cont'd)

- A universal symbol of the church.

## LOGO (cont'd)

- Some latitude allowed, however, if there is too wide a variance, the interest is lost and the logo loses value. For legitimacy of variance consult the Communication Department through the channels.

# LOGO (cont'd)

---

- When the logo can be used and when not.

# LOGO (cont'd)

---

- Logo as a sign of identification for physical structures e.g. churches, schools, and institutions.