

# about the logo & branding



An eye feels like a recognizable and even predictable image for the general theme of *Seeking*, however, there is nothing all that simple or straightforward about this Lenten theme. As I studied the texts, I found there was repetition in visual imagery that held the texts together. As I sketched, the logo became layered with imagery that formed more shapes and meaning, sometimes obscuring and revealing more as I went. It was a balance of maintaining the legibility and clarity that is necessary in a logo, while connecting to a theme that is about being unable to find understanding or even tangibility. I wanted the logo at first glance to be somewhat obvious, but at closer inspection, I wanted it to expand, confuse, and surprise. The viewing of the logo itself is a process of seeking meaning.

– Rev. Lauren Wright Pittman, designer of the theme logo and branding

# logo imagery key *what do you see?*



**eye-** The eye holds all of the logo's imagery and summarizes the theme of seeking, while referencing various narratives from the scriptural texts: Adam & Eve's eyes are opened, Jesus rubs mud on the blind man's eyes, Jesus asks Mary, "Who are you looking for?" The circles that create the pupil and iris can also represent: an aerial view of the well, the water basin at the footwashing, or the stone and tombs of Lazarus and Jesus.



**veil-** This curved line and the shape it creates repeats throughout the *Seeking* branding. The veil references the confusion and revelations that occur in a journey of seeking.



**mud / garden soil-** The drop of mud represents the dirt and garden imagery that is found throughout the scriptural texts: the Garden of Eden, the mud that is rubbed in the blind man's eyes, the garden of Gethsemane. It also references when Jesus is mistaken as a gardener at the empty tomb.



**water-** The drop of water references the many times water is mentioned in the texts. Jesus tells Nicodemus he must be born of water and spirit. Moses strikes a rock to find water. At the well, Jesus asks a Samaritan woman for a drink and offers her living water. Jesus meets the blind man at the pool of Siloam. Jesus washes the disciples' feet. The water drop can also reference a tear; Jesus weeps at the mouth of his friend Lazarus' tomb, and Mary weeps at the mouth of Jesus' tomb.



**vessel-** The shape of the vessel can be seen as a cup or a jar poured out. The vessel represents: the jar the woman leaves behind at the well after meeting Jesus, the jar of sour wine offered to Jesus while on the cross, and the communion cup present at our remembrance of Christ's sacrifice.



**star / night-** The star references a couple of the narratives that take place under the veil of night. Nicodemus finds and questions Jesus at night, and Mary comes to the tomb while it is still dark. In reference to the logo's overall eye composition, the star represents the glistening of recognition in one's eye.



**leaf-** The leaf represents the foliage present throughout the texts, and further supports the repetition of garden imagery. Adam & Eve create fig leaf coverings in the shadow of the tree of knowledge of good and evil, and upon Jesus' humble entry into Jerusalem on Palm Sunday, the crowds wave palm branches.