



## NEW LWML LOGO

*Through this identity, the hope is to empower members through deeper connections, tradition, and the desire to serve God. The symbol was created with this in mind; one that represents the members of both the LWML and the church. A **heart** to represent the love and giving nature of the members; a **drop** to symbolize the blood of Christ and a tear of compassion; and a **cross** above all else to proudly show purpose behind the efforts of the LWML.*

*Clarity was a goal for the primary text, LWML. A clean, rounded font was selected that provides a timeless representation of the organization.*

### **Logo Reveal Video Transcript:**

What does this [new logo] mean?

The heart of God is behind all that we are and do ...

He has loved us so ...

seen in His only begotten Son ...

His cross and sacrifice ...

His cherished blood for us ... shed for the forgiveness of sins.

Therefore we lift high the cross of Christ ... guiding our thanks and praise and service ...

So that His heart is impressed upon our own ... and by the Spirit we are blessed with joy and peace.

Our prayer is that this design will get people to take a new look or even a first look at LWML—Lutheran Women in Mission—and will give our faithful members a sense that their organization is looking towards the future and ready for 75 more years of mission outreach.

*The mission of the Lutheran Women's Missionary League is to assist each woman of The Lutheran Church—Missouri Synod in affirming her relationship with the Triune God so that she is enabled to use her gifts in ministry to the people of the world.*



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