

# "What's in a Word?"



BFPC now has a logo - something which we hope will be a sign that points people to BFPC, who we are and what aim to be doing. But what does the logo mean ... ?

Our Mission as a parish is "To Discover and Nurture Relationships in Jesus Christ."

- The Cross of Jesus Christ is at the centre of all we do and makes these relationships possible ...

Our Vision as a parish is

"To see every road in Blandford Forum baptised in the love of God."

- The circle represents the shape of Blandford - the town we seek to serve...
- The wave represents the love of God we want to see flow through every road in the town ...
- BFPC - Blandford Forum Parish Church, a community centred on the Cross of Jesus and at the heart of the town ...

The word "logo" comes from the Greek word "*logos*" which means "word". The idea is that a visual "word" can be a symbol of a group or organisation, speaking of the ethos and a variety of facets all in one simple image. Our reason for designing a logo was not to be trendy or cool but to find an image which can demonstrate pictorially who we are and what we aim to do - and to do so in a way which will communicate these things to the people of Blandford Forum.

Just a month or so ago, we listened to what is called "the Christmas Gospel", the words at the start of John's Gospel which tried to sum up what Christmas is all about. This how John began ...

***"In the beginning was the Word,  
and the Word was with God, and  
the Word was God."*** John 1:1

The word John used for "the Word" was "*logos*" - in other words, John saw Jesus as the personification of God, as a symbol of God, as someone who represented God. "*Look at Jesus*", John seemed to be saying "*and you will find that you see God*". The ultimate logo of the Christian faith is that of the Cross - something which is at the heart of the BFPC logo. My prayer is that every time people see the logo of BFPC they will understand something of who we are and what we aim to do - and they will see the Cross at the heart of it all.