



# ***REFLECTIONS***

February 6, 2011

**Christ lives in me. The life I live in the body,  
I live by faith in the Son of God, who loved  
me and gave himself for me.**

*Galatians 2:20*

## **Logo of Jesus**

The contoured Coca-Cola bottle is arguably the most recognized product symbol in the world. It was introduced in 1915 when there was a need to differentiate the authentic drink from the many products seeking to copy it. The distinctive “hobble-skirt” bottle was selected partially because it is recognizable even if it is broken. Still in use today, the contoured Coca-Cola bottle is the unmistakable logo of one of the world’s most popular soft-drinks.

Today, the Nike swoosh depicts the message of a quality brand of athletic products and can be found at almost every sporting event around the world. Golden Arches signal fast food and the image of a partially eaten apple identifies technological advancements of our day. All of them promote a desire in us to want what they have.

These days, logos of thousands of products appear on roadside billboards, walls of athletic arenas, and on everyday wearing apparel. Even churches design logos to identify their particular church, but the concept of symbols of identification is not new.

Early Christians chose a symbol to help them identify other followers of the Way when following the teaching of Jesus was unsafe. The *igcthus*, the shape of a fish, was selected based on Jesus’ frequent references to fish and to the recurrent appearance of fish in his ministry on earth. In addition to that first symbol, Christians now typically wear variations of a cross or a crown. But even with the close association of those symbols with the message of Jesus Christ, the emblems worn on our fingers, around our necks, and on our lapels are not what attract others to Jesus. Seekers don’t want what we have because of pictures we print on stationery or signs on church property.

The logo of Jesus is in the joy we carry on our faces when we encounter troubles in our workplaces, offer grace to those who have done us wrong, or show love to those who offer no love at all. The logo of Jesus is in the love we carry in our hearts for people that have lost their way, and for victims of catastrophic events or disease.

The logo of Jesus lives in your life and mine; and when we wear it on our faces it is recognizable even when it may appear broken.

When we wear the logo of Jesus in our hearts, others will want what we have.

*“You are the light of the world.”*

*Richard* +

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