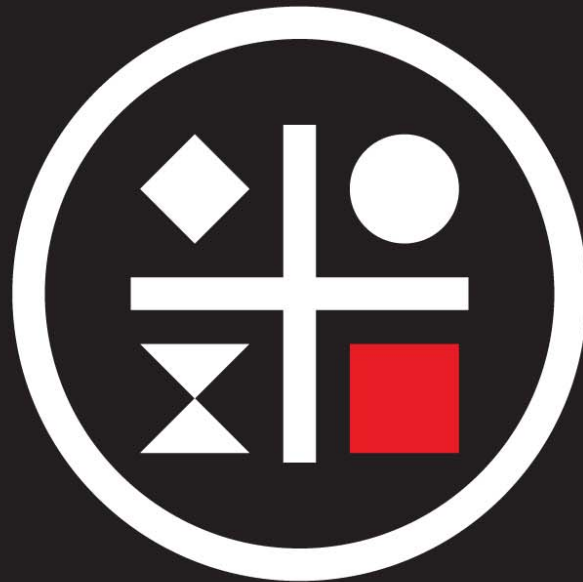


**INTRODUCING THE FREE METHODIST
CHURCH IN CANADA'S NEW LOGO**



**FREE
METHODIST
CHURCH
IN CANADA**

LOGO PHILOSOPHY

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OUR FMCIC NEW BRAND STORY

Big news! After more than 25 years, we are excited to announce a new brand identity for The Free Methodist Church in Canada. You will see the new look anywhere we're out in public, like on our website, Facebook, Instagram and Twitter; and we will work diligently so that you will soon see it on all of our resources as well.

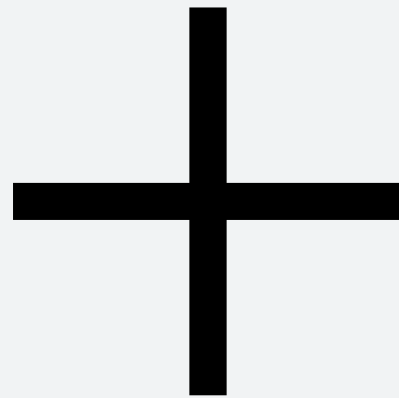
Change is inevitable, and something to be embraced, but that alone is not a good enough reason to change a logo. Over the years, despite the symbolism attached to the current logo, we were receiving feedback that it was outdated and needed to be modernized. We believe the new logo is forward-thinking but also grounds us in values that are important to our Free Methodist ideology.

Over several months, a small team at the National Ministry Centre worked with designer James Kingsley to find a logo that was relevant, smart and connected to our vision and values.

The colour choice was also important in recognizing FMCiC's unique Canadian story. It also sets us apart from other denominational branding.

It's still us. We are the Free Methodist Church in Canada, but now with branding that will move with us into the future.

Each component of the new FMCIC logo reflects defining elements of modern Methodism. It contains deep meaning and symbolism, and in the next few pages, we will give you a detailed outline and explanation of the elements.



The crux, of our faith,
symbolizing both the
resurrection and our call to carry
our cross and follow Christ.

THE CROSS

At the centre of the new Free Methodist Church in Canada's logo is the cross because Jesus is at the centre of all we do.

THE SON

His Incarnation – God was Himself in Jesus Christ to reconcile people to God. Conceived by the Holy Spirit, born of the Virgin Mary, He joined together the deity of God and the humanity of humankind. Jesus of Nazareth was God in human flesh, truly God and truly human. He came to save us.

For us the Son of God suffered, was crucified, died and was buried. He poured out His life as a blameless sacrifice for our sins and transgressions. We gratefully acknowledge that He is our Saviour, the one perfect mediator between God and us.

His Resurrection and Exaltation – Jesus Christ is risen victorious from the dead. His resurrected body became more glorious, not hindered by ordinary human limitations. Thus He ascended into heaven. There He sits as our exalted Lord at the right hand of God the Father, where He intercedes for us until all His enemies shall be brought into complete subjection. He will return to judge all people. Every knee will bow and every tongue confess Jesus Christ is Lord, to the glory of God the Father.

<https://www.fmcic.ca/articles-about-god/>



Represents Scripture,
God's written Word. Our
Cornerstone.

SCRIPTURE

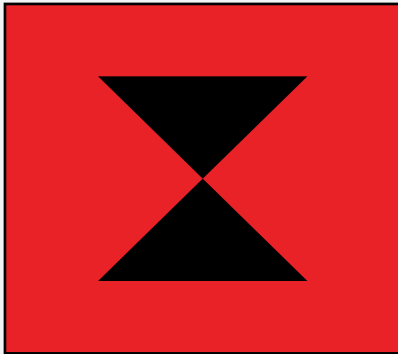
The red square represents **Scripture** and is denoted in red (and placed as the cornerstone) to symbolize the Word become flesh.

The Bible is God's written Word, uniquely inspired by the Holy Spirit. It bears unerring witness to Jesus Christ, the living Word. As attested by the early church and subsequent councils, it is the trustworthy record of God's revelation, completely truthful in all it affirms. It has been faithfully preserved and proves itself true in human experience.

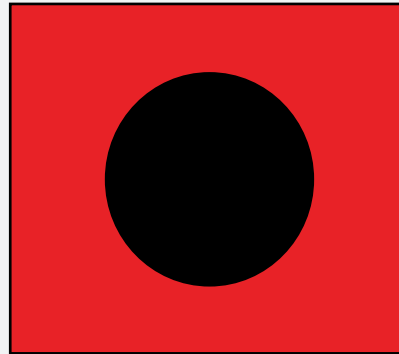
The Scriptures have come to us through human authors who wrote, as God moved them, in the languages and literary forms of their times. God continues, by the illumination of the Holy Spirit, to speak through this Word to each generation and culture.

The Bible has authority over all human life. It teaches the truth about God, His creation, His people, His one and only Son, and the destiny of all humankind. It also teaches the way of salvation and the life of faith. Whatever is not found in the Bible, nor can be proved by it, is not to be required as an article of belief or as necessary to salvation.

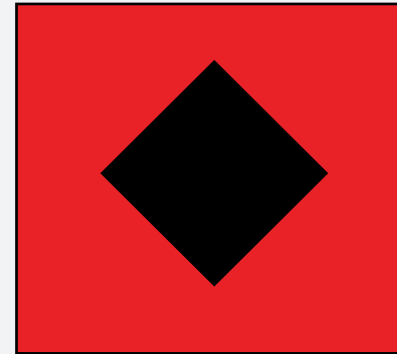
<https://www.fmcic.ca/manual/preamble/articles-of-religion-the-scriptures/>



Symbolizes the passage of time and the Tradition that comes with it.



Alludes to the brain and the importance of Reason to Methodism.



Representing Experience, the diamond communicates the effect of pressure and time.

The other Symbols – all built on the foundation of **Scripture**

Each component of the logo reflects defining elements of modern Methodism. **Scripture** is the cornerstone, but Tradition, Reason and Experience when considered together with Scripture help shape the understanding of Christian faith.

✕ Tradition

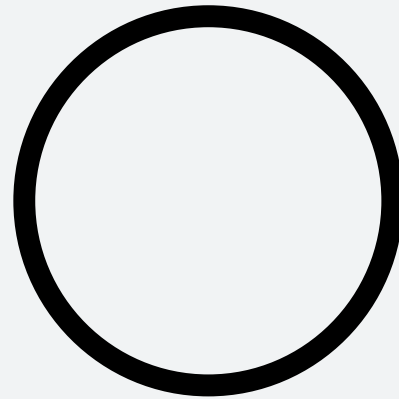
All Christians are shaped by tradition. Some by a rich history of belief and practice passed down over centuries, and others by traditions that sprung up more recently in their own congregation (which they assume to be the plain truth of Scripture, held by true Christians).

● Reason

All Christians are shaped by reason. Wesley states quite clearly that without reason we cannot understand the essential truths of Scripture. Reason, however, is not a mere human invention. It must be assisted by the Holy Spirit if we are to understand the mysteries of God.

◆ Experience

All Christians are shaped by experience. Wesley insisted that we cannot have reasonable assurance of something unless we have experienced it personally. John Wesley was assured of both justification and sanctification because he had experienced them in his own life. Although traditional proof is complex, experience is simple: “One thing I know; I was blind, but now I see.”



God is at work in our world
throughout creation and in
all of life.

Creation

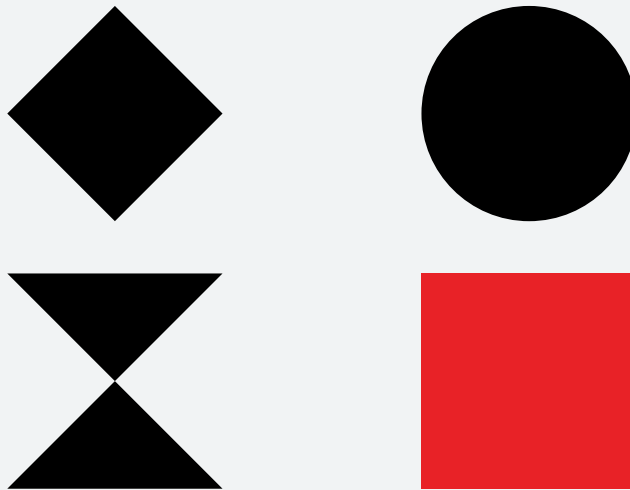
The large circle surrounding all the symbols represents creation.

All people can discover God in creation. The Bible tells us that the heavens declare the glory of God (Psalm 19).

The Bible tells us that creation is very important to God. God declared it good and that it continually testifies to the character of God. Our faith and partnership with God is not disembodied or disconnected from the created world. Instead the created world and the people that are a part of it are all included in God's plan: the redemption and restoration of all things. The world in all of its dimensions is our concern and our parish.

The circle alludes not only to nature, but also to people (all part of the created world) as we need this outlook, God-given, people-centered love to be on display in the world around us as part of our disciple-making/serving ethos.

<https://www.fmcic.ca/manual/preamble/articles-of-religion-salvation/>



The composition of the symbols additionally allude to the figure of someone serving communion.

COMMUNION

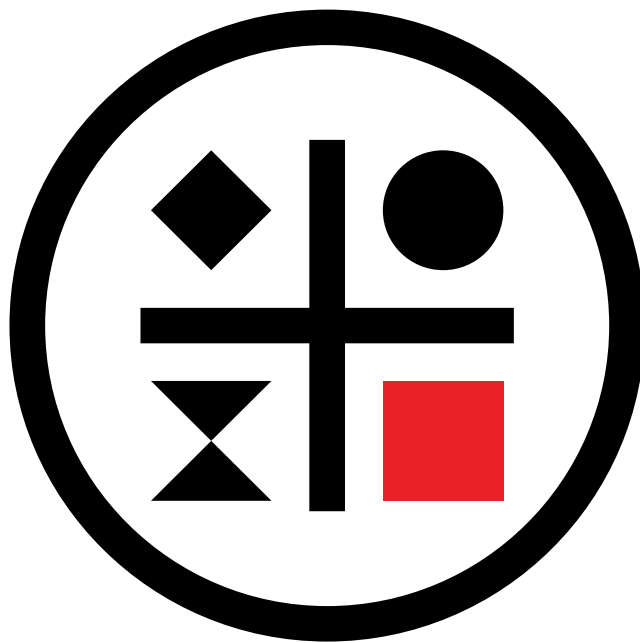
Communion can also be seen in the logo. Bread and wine, in a chalice (diamond over the hourglass), are served, or received by someone (circle over square). We serve and receive communion which connects us, not only to His living presence, but also to our brothers and sisters. This is why John Wesley encouraged Methodists to engage in constant communion. He meant literally taking communion as often as possible because Jesus tells us to, and “A Second reason why every Christian should do this as often as he can, is, because the benefits of doing it are so great to all that do it in obedience to Him; the forgiveness of our past sins and the present strengthening and refreshing of our souls.”

We continue to encourage the ongoing act of communion but the principles are especially important for us today. Communion is an act of remembering: remembering being a major Bible theme. God commanded His people to remember His words and laws. He gave them festivals and temple rules to help them remember. His people used landmarks in order to remember God-moments. Jesus gave us communion.

The experience of remembering helped and helps God-followers to centre on their identity in Him. Remembering leads to worship (God did this here! Jesus did this at the cross!) The act of remembering builds faith and courage to do our mission: for instance in the old testament often before battle God’s people remembered His deliverance and this inspired them. Jesus’ love and courage, as we remember it in communion, does the same for us. And finally, remembering nurtures church family, as we remember together that we belong to Him and to each other.

<https://www.fmcic.ca/communion/>

NEW FMCIC LOGO



**FREE
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LOGO VARIATIONS



These logo variations are simply alternate versions of our new FMCIC logo. They are not very different from each other in terms of style. The first (with the “Free Methodist Church in Canada” replacing the larger circle) will be used primarily in Social Media. The other variants can be used on darker backgrounds.



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