

Refreshed logo for Agape Europe

We promised to come back on the discussion we had at the Round Table Forum meetings about refreshing the Agape logo. In Spain for sure we didn't come even close to consensus. Some just want to keep the current logo while others definitely do want it to be refreshed, but do have quite different preferences. So our Area Leadership Team has chosen to be pragmatic and not spend much time and money on a process to bring all on the same page. The Area Leadership Team has decided to replace the current logo by the ones shown below. This logo will be used for all Agape Europe communication, starting with the refreshed expression of our vision 'Make Jesus Known' in printed format and web based.

National Ministries have three options to be considered:

1. Continue using the current logo

All who wish should feel free to continue using the logo that we have been using together for years already.

2. Introduction of refreshed logo for Agape Europe

We invite you to consider following us in replacing your current logo by the refreshed logo we introduce right now, but at a time that is appropriate for you. We are open for allowing the use of different colours.

3. Allow countries to refresh their logo within agreed upon limits

Options 1 en 2 have our preference, but we do want to give some freedom in going through your own logo refreshment process, under the conditions that you

- 1) stick to the foundational principles behind the logo and
- 2) ask the input and approval of the Area Leadership Team before introducing any change.

Foundational principles behind the logo

The Cross

The cross symbolises the central message of Christianity and of our movement.

The heart

The heart is the symbol of God's Agape love for us and for the world.

Koinonia

Christian fellowship expressed by the two hearts gathered around the cross.

Multiplication & Movement

The cross develops into a heart that develops into another heart, and so on.

The refreshed logo

