



Buck Run's Logo

A Symbol for Our Mission

Buck Run desperately wants people to hear and believe the gospel. This desire drives us to make our presence known to our community and the larger world. One part of this strategy is developing a strong identity that can communicate our mission and vision for ministry. Through deep thought and reflection on how to visually depict our convictions and values, this logo came into being. It has become the mark of Buck Run Baptist Church. As people view this image over time, it will become synonymous with us, our message, and mission.

Because it represents us and our mission visually, it is laden with deep meaning and points us to the future while anchoring us in the past. This meaning is not readily apparent until the different elements become clear. Our hope is that you use this guide to get to know your new church logo and use it as a way to glorify God by proclaiming Jesus Christ.

Logo



Christ is at the center

Colossians 3:11

At the heart of our identity is Jesus Christ the Lord. It is He that we love and proclaim and He that we follow in obedience. Without the work of Christ, we would be lost. That is why the cross is represented at the center. It is the center of our identity, message, and ministry.



You must be born again

II Corinthians 5:17

The shape around the cross represents our new creation in Christ. It has eight points. Just as there were seven original days of creation, there will come a new day of re-creation for all things. The number eight represents our new creation in Christ through being born again.



Hold fast to sound doctrine

Titus 1:9

The five petals represent the five points of doctrine that sprang from the protestant reformation: In Christ alone, By faith alone, By grace alone, By Scripture alone, For the glory of God alone. These ancient truths define our message and drive our passion to proclaim Christ.



Offer God acceptable worship

Hebrews 12:28

When we are in Christ and think rightly about Him, the response is vibrant and acceptable worship. The image of the tambourine, a traditional instrument of Hebrew worship, reminds us that once we have been bought by Christ, we will worship Him forever.



Go and make disciples

Matthew 28:18-20

The outward expression of our life in Christ, sound doctrine and true worship is missions. The lines on the outside of the logo represent the four corners of the earth. They point out indicating that all the people of God will go forth proclaiming Jesus Christ.

The Buck Run Mission Statement:

We glorify God by proclaiming Jesus Christ in order to make disciples who serve their community and spread the gospel to the nations.