

## The New Camp Luz Logo:

As we have been working through the Vision process here at Luz, it became evident that our current logo (the circular one with the cross, Bible, people, campfire, pine cove benches, etc) was too busy. Especially in the digital world where we live, having a simple, clean logo is crucial. So we knew that we needed a change.

Our new logo is a tree. Every part of the tree has meaning to us as we look ahead at accomplishing the vision that God has given us.

**The Roots** represent to us the camp's statement of faith (we have had this statement for a long time, and will be posting it on our website in the near future). This statement of faith is the foundation for everything we do. It anchors us and provides the base from which everything else grows.

**The Trunk** represents the camp's purpose statement "Freely proclaiming the radical hope of Jesus Christ to the next generation." This statement gives support to the rest of our tree, and points us in the direction that we are headed.

**The Branches** represent the different focuses of our ministry. There are 4 branches, 3 large mature ones, and one small branch. The three large ones are: **1. *Creating relevant God-centered programming that invites people into a relationship with Jesus Christ.*** This branch represents all of our programmed events (Summer Camp, Retreats, Day Events) **2. *Providing a space set apart for God to do his work in his people.*** This branch includes our guest group ministry (rentals), prayer labyrinth, and events such as the Lent Day of Prayer. **3. *Building relationships.*** We want to encourage the most important relationship, all of us with God, but also between people and groups of people. We need to strengthen the camp's relationship with the churches that support us, but there is much more as well. **The 4th branch, the small one, is a reminder that we are committed to following God's leading for the future, wherever that may lead us.** God has already shown us things that he has for us that are not "typical camp things", and we know that we must be willing to respond to his directing no matter what.

**The Leaves** represent the people. Staff, Board members, Donors, Association Members, Campers, Retreat goers, EVERYONE who sets foot on the grounds here at Luz. A collection of individuals united in purpose of worshiping our Lord and growing together. The tree is not an evergreen, the leaves will change over time, but the tree will continue with its purpose as long as God puts life in it.

Finally, **The Fruit** represents successfully fulfilling our purpose. Just like fruit on a tree are the proof of that tree doing what is supposed to be doing, so for us. When we are doing what we are called to, and the sap (Holy Spirit) is in us, there will be fruit. Fruit's primary function is seed, perpetuating the species. It also serves as food for animals and is often bright and beautiful.

We, the staff at Luz, are really excited about the new logo, and the renewed energy that God has given us to pursue our purpose. Thank you for your interest in what is going on here. If you would like to hear more about what is going on at Luz send us your email address and we will add you to our quarterly newsletter list. If you would like to donate or get involved in the ministry in other ways please visit our website [www.campluz.com](http://www.campluz.com) or contact the camp office at 330 683-1246 or [info@campluz.com](mailto:info@campluz.com)

