

# Logo Thesis

Sunday, October 18, 2015 9:53 PM

## Draft

The Earle Street Baptist Church Fund-Raising Committee is looking for a logo and masthead to use with the theme "Preparing the Field".

This logo/masthead/branding will be for Earle Street Baptist Church's Fund-raising campaign.

- Current purpose of this campaign is to expand the building/renovate the site to add education space, a new elevator, bathrooms, parking and improve security.

About Earle Street Baptist:

- We are a traditional Baptist church located in Greenville, SC
  - Sing hymns from a hymnal
  - Hold worship service in a sanctuary
  - No video screens or electric instruments in worship
- The overall church theme for the year is "Cultivating A Healthy Church"
- We have not had a construction project in several years
- Our congregation is a mix of life-long members (both young and well-seasoned) and relatively new members (also both young and well-seasoned).
- Our Mission and more information can be found on our website:
  - <http://www.esbcgreenville.org/>

The theme of the campaign is "Preparing the Field".

It was partially inspired by a scene in the movie, "Facing the Giants."

<https://youtu.be/aGQR6-iraEM>

Here is the conversation/story line in context from the movie:

Mr. Bridges shares the story: "There were two farmers who desperately needed rain, and both of them prayed for rain. But only one of them went out and prepared his fields to receive it."

Mr. Bridges: Which one do you think trusted God to send the rain?

Coach Taylor: the one who prepared his fields for it?"

Mr. Bridges: Which one are you? God will send the rain when He is ready. You need to prepare your field to receive it.

### Key Scripture versus to be used through the campaign

#### 2 Corinthians 9:

- 6 Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. 7 Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. 8 And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work. NIV
- This whole chapter is good and gives analogies for sowing seed and how giving generously allows others to praise God.

#### Proverbs 24:27

- Put your outdoor work in order and get your fields ready; after that, build your house. NIV

#### Micah 7:11

- The day for building your walls will come, the day for extending your boundaries. NIV

#### Galatians 6:7-9

- Do not be deceived: God cannot be mocked. A man reaps what he sows. 8 Whoever sows to please their flesh, from the flesh will reap destruction; whoever sows to please the Spirit, from the Spirit will reap eternal life. 9 Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up. NIV

#### 1Corinthians 3:6-8

- 6 I planted, Apollos watered, but God was causing the growth. 7 So then neither the one who plants nor the one who waters is anything, but God who causes the growth. ~~8 Now he who plants and he who waters are one; but each will receive his own reward according to his own labor.~~

Mark 4: 26-29

### The Parable of the Growing Seed

26 He also said, "This is what the kingdom of God is like. A man scatters seed on the ground. 27 Night and day, whether he sleeps or gets up, the seed sprouts and grows, though he does not know how. 28 All by itself the soil produces grain - first the stalk, then the head, then the full kernel in the head. 29 As soon as the grain is ripe, he puts the sickle to it, because the harvest has come."

### Constraints:

The committee does not want any images of money or a building. The thought is to reflect obedience to God through faith to expand our building and allow him to grow our church to fill the new space.