



Theological dimensions of the new visual identity of The Lutheran World Federation

The Lutheran World Federation – A Communion of Churches

The description of the LWF entails movement. The LWF has a long-standing history and deep roots. The shared journey of its member churches has led them to recognize and receive the gift of communion, and to envision their ongoing journey and witness into the future.

Connecting our roots and our Lutheran identity with our future and our shared purpose for holistic mission has to be reflected in the visual expression of the LWF. “The Lutheran tradition is invited by its own best insights to be dynamic, self-critical, and open to the future.” (LWF Strategy p. 8)

Designing a visual identity for the LWF is about looking anew at how we can reconnect in a visual way with our roots and identity, and show how these roots and identity are a foundation for our work and our shared purpose for the future.

For this reason the new visual identity has retained the blue color as the color currently used, which also represents the openness to heavenly joy and celebration, which begins already now but must also be grasped in the hope that is not yet realized.

The new LWF logo – a reinterpretation of the Luther rose

The new logo is a reinterpretation of Martin Luther’s seal which is also known as the Luther rose.

Each of the main elements in the new logo—the cross, the ring/circle, the rose, the dove with the branch and the hand— speak to what we are as a communion of churches and what we recognize to be our call.

Our Lutheran Identity

The LWF Strategy offers language to describe the main expressions of our Lutheran identity (LWF Strategy pp. 8-11).

In our LWF vision statement it is stated that we are:

“Liberated by God’s grace, a communion in Christ living and working together for a just, peaceful and reconciled world.” (LWF Strategy p.9)

In the LWF strategy we say that:

To be Lutheran is to be evangelical

We are saved by grace through faith. Our faith in the crucified Christ is at the core of our identity. In our visual identity it is represented by the cross at the center.

We proclaim the good news to all. In our visual identity the outward movement from the cross and the reach of the hand exemplify this. The dove and the olive branch indicate the promises of God of peace, justice and reconciliation. Our mission is to proclaim the gospel and the hope the world has in Christ.

To be Lutheran is to be sacramental

We are in communion with each other and our worship is centered in the Triune God. The circle around the cross encapsulates this in our visual identity. It reminds us of the baptismal font, the chalice and the paten.

To be Lutheran is to be diaconal

We are freed by Christ to serve our neighbor. The centrality of the cross and the circle and the hand reaching out to our neighbor portrays this in the visual identity showing how diakonia as an expression of God's holistic mission takes its roots from the center of our faith and liberates us for service in our world.

To be Lutheran is to be confessional

In our visual identity the symbol of the Luther rose as well as the boldness, purity and clarity of the color blue underlines our confessional identity and the centrality of the cross around which we describe our identity. The rose petals represent the 'forgiveness of sins and sanctification' which proceed from the unity of God as represented by the circle.

To be Lutheran is to be ecumenical

We confess the one holy, catholic and apostolic church and promote Christian unity throughout the world. The circle form of the visual identity represents eternity and the completeness of the relationship in the Trinity to which we aspire through our member church relationships and ecumenical dialogues.

Because of the overwhelming love of the Triune God, we relate to people of other faith for better understanding of God's work in this world, and aspire to work together for the sake of the suffering neighbor.

Holistic mission

The LWF is committed to strengthen its member churches as they participate in God's holistic mission encompassing proclamation, service (diakonia) and advocacy.

In the new visual identity, proclamation is symbolized by the double function of the dove with a leaf in its beak to recall its proclamation of the end of judgment in Noah's days but also as representing the Holy Spirit whose power works in proclaiming the Word.

The cross represents the content of our proclamation while at the same time reflecting the advocacy challenges before us.

The hand represents the work we are called to; our work of diakonia.

The green branch carried by the dove represents the reconciliation that we promote through advocacy and dialogue. It also represents the stewardship for creation that we are called to as God's people.