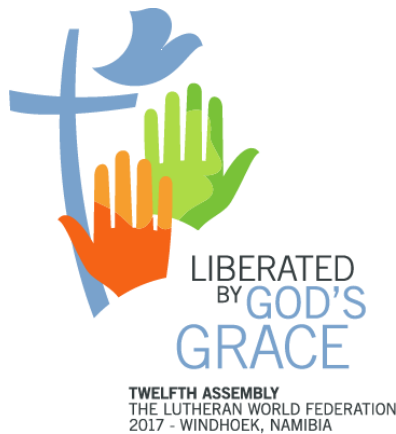


The Lutheran World Federation Assembly and Reformation 2017 logo



In 2017, the Lutheran World Federation (LWF) will be celebrating its 12th Assembly in Windhoek, Namibia. The Assembly coincides with the 500th Reformation Anniversary, which the LWF has decided to commemorate in a 3-year period from 2015 – 2017.

To mark both the Assembly and the Reformation Anniversary, the LWF has adopted a joint logo which expresses the thematic focus: “Liberated by God’s Grace;” visually links with previous Assemblies and with the newly developed LWF global visual identity; and represents the LWF as a global communion of churches which has consciously and gratefully accepted the invitation to hold its 2017 Assembly in Namibia as an indication of the global nature of the communion and of the Reformation. The logo comes in a version for the Reformation Anniversary and a version for the 2017 Assembly, each with a corresponding tagline (see end of document). The logo consists of emblems recognizable from the LWF global logo and previous Assembly logos. The colors are in keeping with the LWF global color scheme but adapts to the Namibian context.

Blue, orange and green

The color combination of blue/orange/green resembles the blue/red/green of the Namibian flag. The Namibian colors symbolize the sea (blue) which flows into the dunes and desert (orange). The orange/red also symbolizes the people who stand together. The green represents the grassland and agricultural resources. In between the symbols is the color white, which in the Namibian flag refers to peace and unity.

The blue and the green are repetitions from the LWF global logo in which the blue is the color of eternal hope and the color of water which is where our Christian faith through baptism is offered us by the grace of God. The green color denotes life, growth, renewal and our compassion and care for creation – we are liberated by God’s grace to serve.

Emblems of the logo

Each of the emblems in the logo carries meaning and as a whole the logo carries references to the global LWF visual identity.

The cross

We are saved by grace through faith. Our faith in the crucified Christ is at the core of our identity. In the 2017 logo it is represented by the cross.

The emblem of the cross was used in previous Assembly logos and is intentionally drawn to resemble past Assemblies for the sake of recognition and to acknowledge that the Reformation Anniversary and the Assembly are rooted in our history.

The Luther Rose

The Luther Rose is present but not dominant in the logo. It represents our confessional roots and is a backdrop for all we do. Yet, it is not overpowering in our expression. We want the 2017 anniversary to be ecumenically accountable.

The dove

The dove represents God's covenant and the Holy Spirit which we have been given by the grace of God and which moves us on our faith journey.

The hands

The hands reach up – they are freed hands, liberated to serve God and our neighbor. They communicate movement – we are a communion not only of reformation but in reformation.

