



TRANSFORMING & EQUIPPING PEOPLE TO CONTEND FOR THE KINGDOM OF GOD

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Our New Name and Logo: Aligning with Kingdom Identity

On Pentecost Sunday 2010, Greater Chicago Church officially launched its new identity.

It is no coincidence that our new name comes during our Fifty Days of Feasting, a season focused on identity and destiny. Celebrating eight historical feasts during the traditional Lenten Season, we collectively examined and embraced who God has formed us to be and what He is calling us to do.

During these Fifty Days, we came to the end of ourselves as we were formerly known, embracing the fullness of our new identity, our creative call, and our collective journey deeper into the PROMISES.

Although our time of "Feasting" has ended, along with Phase One of our identity campaign, the journey to BECOME continues. For us, it is about BEING Greater Chicago Church, not belonging to a great church.

The end is really the beginning.

OUR NAME

Greater Chicago Church. Our name reflects our geographical focus and also calls out Chicagoland's heavenly identity that is greater. As we begin creating music, books, curriculum, and other resources, we will use the names Greater Chicago Music, Greater Chicago Publishing, etc.

We are a church called to Greater Chicago and called to make Chicago great. We carry a burden for the city and region to see His kingdom come on earth as it is in Heaven.

OUR NEW LOGO

Greater Chicago Church's new logo is an expression of our vision, mission and essence as a movement.

The symbol itself is strongly directional, with heaven-to-earth perspective, focus and motion. It incorporates the idea of radiation, that the Kingdom is not to be contained or kept static, but exploding, radiating, breaking out and through. It implies our identity as a catalyst to revival in the region.

Gem - or diamond-like in shape, the symbol implies a twinkle or shimmer effect, reflecting the beauty and riches of God and His Kingdom/Heaven as well as His wealth. It attests to the abundance of a generous father who gives good gifts to his sons and daughters, resisting the "orphan spirit."

An arrow leads downward from Heaven, pointing directly at the word Chicago to emphasize our geographic focus.

OUR MISSION STATEMENT

Transforming and equipping people to contend for the Kingdom of God.

Our mission statement simply, clearly, and powerfully communicates the priority we place on bringing Heaven to Earth through transformed lives.

It conveys the heart and soul of our core message so effectively that we opted to use it in place of an official "tagline."

OUR COLORS

Bold colors were chosen that imply strength and clarity of vision and purpose.

Warm colors of fire and light in the star-like symbol reflect the HEAVEN part of our mission, as well as the fire of the Holy Spirit. The strong, dark blue references the EARTH, as well as the "streams" that will join together for a "greater" impact in Chicagoland.

The gradient burst in the center reflects power, explosion, lighting fires, momentum, and origins of the dynamic force of the Kingdom.