

**Remnant Life Church**

February 3, 2019

**Core-Life Change: The Logo of Your Life**

Matthew 16:24-27

- We have looked at two things that prevent us from making changes at the core of who we are that last
  - Hypocrisy
  - Expectations of others
- This morning
  - Making these changes begins with knowing who you are
  - Who are you to God, to others, and yourself
  - By way of introduction: What identifies you?

In the world of corporate business companies spend millions of dollars a year in advertising

- One of the first things they do is create a logo
- The word logo comes from the same root as “word”
- Lah-gahz – is the Greek for “spoken word”; also a decree, mandate, or order
- “Logo” is a word picture that represents a company or some other entity
  - One look tells you immediately who it is
- The logo also represents the brand or what it is they are selling to the public
- The idea is to create something that is very simple that brings a product or company name to mind immediately
- The logo also tells you, either directly or indirectly, what their brand is – what they do; who they are
  
- What is the company associated with these logos?
  - **Nike**
    - The Nike symbol or swoosh is a stylized version of the wing from the Greek statue “Winged Victory” carved in approx. 190 BC
      - Stands 8 feet tall
      - In Greek mythology, Nike is the goddess of victory
      - The statue was discovered in 1863 on the Aegean island of Samothrace by a French archeologist and sent to Paris
      - It is displayed in the Louvre Museum
    - Their logo is the *swoosh*; their brand is *success*
  - **McDonald's**
    - Two bright yellow arches that look like an M
    - McDonald's was founded by two brothers in 1940
    - From the late 60's into the 70' with more people owning cars and the highway system in full expansion the logo was a quick look to know exactly what was available

- Their logo is a *pair of arches*; their brand is the *pleasure of satisfaction*
- **Apple**
  - Computer manufacturer
  - The apple with a bite meaning has many urban legends attached to it
  - From the apple of Adam and Eve taken from the tree of knowledge
  - To the apple that fell on Isaac Newton's head inspiring the theory of gravity
  - The bite is a play on the computer word byte which is a unit of information storage
  - Their logo is an *apple*; their brand is *intelligence*
- **Mercedes**
  - A three-pointed star
  - A German automobile manufacturer founded in 1901
  - First built by their own specifications won the prestigious race of the day held in Nice achieving the unheard top speed of 60 km/hr (37 mph)
  - The logo represents the engine's dominance over land, sky, and sea
  - The logo is a *three-pointed star inside of a circle*; the brand is *power*

But none of these are the most well-known, the longest lasting, or most powerful logo in existence.

- That symbol has been utilized for over two millennium
- It has served as a rallying cry, a spark of hope, and a promise of forgiveness
- It is on tee-shirts, necklaces, rings, and tombstones

- **The Cross**
  - Does it bother you that the cross is being included in this group of corporate logos?
    - Again, what is a logo?
    - It is a symbolic representation
    - Even the word logo is the same for what we hear John use in his Gospel
    - **John 1:1** - *In the beginning was the Word, and the Word was with God, and the Word was God.*
    - In the beginning was the lah-gahz
  - But because we have seen it for so long people have forgotten why it is so important
    - Woman shopping for a cross necklace and the clerk asks, "Do you want an empty one or one with a little man on it?"
  - You must understand that the cross was an instrument and symbol of death
    - Devised by the Persians
    - Popularized by Alexander the Great
    - Its function was perfected by the Romans
    - Intended to be both unspeakably painful as well as humiliating

- The English word ‘excruciating’ comes from the Latin word for ‘out of crucifixion’

#### READ – Matthew 16:24-27

- Jesus said in **Matt 16:24** - *Whoever wants to be my disciple must deny themselves, take up their cross and follow me.*
  - It was the image of this symbol of agony and death that came to symbolize the movement associated with Jesus
- In his book *The Me I Want to Be*, John Ortberg said this about the unique meaning of the cross -
  - Think about how strange this is: In its beginnings, this little movement called Christianity struggled under persecution, trying to attract people to become part of their cause, and the symbol they used to represent their message was not an icon of success, knowledge, pleasure, or power. They chose a symbol universally understood to represent scandal, failure, and death.
- Who chooses a symbol of a means of execution to represent their company?
  - Like PPL hiring a marketing consultant who comes back and recommends they go with a flashy, stylized little electric chair with the tag line underneath that says “the power is on!”
  - But that wasn’t what Jesus was doing when He said, ‘take up your cross and follow me.’
  - He was calling people to leave the security of the world and instead aspire to something never before seen that would come through a radically new concept of sacrificial love!

#### Question for this morning – what is the logo of your life?

- When you die if someone was asked to draw the logo that best represented you, what would they draw?
- That may elicit some strange images in your mind but the seriousness of it is – what they would draw is what they see in you
- In the world of psychological testing it is called self-assessment
  - I recently took three separate tests that provided a self-assessment of my life
    - They give the following information - the me I think I am, the me others see, the me I actually am
  - The fact is, it really does not matter what and who you say you are
    - What matters is who are you actually are and who do others see you to be
  - **Prov 27:19** - *As water reflects the face, so one’s life reflects the heart.*

#### READ - Matthew 16:13-17

- The people did not recognize Jesus for who He truly was
  - John the Baptist – believing he had been raised from the dead and would lead them in a supernaturally charged revolt against the oppression of the Romans

- Elijah and Jeremiah – to take them back to the glory days of Israel when the power of God would wipe out their enemies with fire, and plagues, and the sword
- Peter's answer was revealed by God to his spirit so that he would know who Jesus was
- What do people know of you?
  - I can tell you this; it is not by the clothes you wear, the car you drive, the size of your house or your bank account
  - The physical possessions of our lives are not going to be what people remember of us
  - It is the heart, the caring, the compassion, and the love (or the lack of these things) of a person that will endure
- Jesus said to His followers that people would recognize them as His followers by the love they demonstrated for one another
  - What are you demonstrating to others?
  - Does it even matter to you?

To claim to be a follower of Jesus Christ means that the demonstration of your life MUST be measured by how you live, how you act around others, what you say, and how you respond to the good and the difficult things of your life.

### How?

- By your actions – what you do and what you don't do
- By your words – what you say and what you don't say
- By your responses – the struggles and trials of life are not what demonstrate your Christian walk; it is how you chose to respond to them
  - Will you get back up and continue with the love of God being shown
  - Or will they dictate your life, your loss of happiness, even your loss of joy!
- As a Christian, surrender of our lives mean we are shaped by God – He is the divine...
  - Painter – the broad strokes on the canvas of your life
  - Potter – molding, twisting, flattening, firing...
  - Pounder – picture an artist working with various materials
    - Clay, wood, marble, steel...
    - The more resistant the material, the greater the force needed to make it into the finished product
  - What material are you made of?

Your logo can be a cross, but that is only the start

- What would the tag line read?
- The cross might be your logo but what is your brand?
  - The Nike brand is success and Just Do It
  - The McDonalds brand is satisfaction and I'm Lovin' It
  - The Apple brand is intelligence and Think Differently
- Let mine be – “Imitating and reflecting Jesus Christ”

If peoples see that in your life, they will immediately know who you are and whose you are.