

1 **OVERTURE 52** from Southeast Alabama Presbytery
2 “Seal/Logo for PCA”

(to AC)

3
4 **Whereas**, Christ has given the keys of the kingdom to His church, and

5
6 **Whereas**, there is no visible mechanism that expresses the authority of our church to
7 ourselves and the world, and

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9 **Whereas**, the Presbyterian Church in America is constituted as a visible branch of Christ’s
10 Church, and

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12 **Whereas**, the Presbyterian Church is not many churches, but one church with many
13 particular churches, and

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15 **Whereas**, there is no visible mechanism that expresses the unity of our church to ourselves
16 and the world, and

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18 **Whereas**, the First General Assembly received and approved a communication regarding a
19 unified emblem for the PCA, and referred the issue to committee, and

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21 **Whereas**, the 11th General Assembly again approved the concept of an emblem and
22 approved guidelines directing the COA (now Administrative Committee) “to develop
23 a distinctive emblem for seals, banners, and logo with the following principles:

- 24 1. Continue the direction set by the First General Assembly to have a uniform and
25 distinctive designation for the denomination, its committees, agencies and
26 churches.
27 2. Express the unity of the denomination in public relations, correspondence, road
28 signs, etc.
29 3. Respect the confessional position that no representation of deity be made.
30 4. Permit the concurrent use of a specific logo for the permanent committees and
31 agencies;” and

32
33 **Whereas**, the Fourteenth General Assembly, meeting in Philadelphia, did not accept a
34 particular proposal, but did not reject the concept of an emblem; and

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36 **Whereas**, the Seventeenth General Assembly again instructed the COA (now
37 Administrative Committee) “to take up the matter of preparing and proposing a
38 unified emblem for the PCA and report to each General Assembly on this project
39 until such an emblem is adopted; and that the principles approved by the 14th
40 General Assembly are reaffirmed and to be followed;” and

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42 **Whereas**, the Eighteenth General Assembly rejected the proposed emblem and directed that
43 “the proposed design again be referred to the Administrative Committee with the
44 request that a simpler design be sought in further consultation with professional
45 designers;” and

1 **Whereas** the Twenty-first General Assembly rejected an overture asking that the
2 Administrative Committee again be asked to develop an emblem on the grounds that
3 the Twentieth General Assembly relieved the Administrative Committee of this
4 responsibility; and
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6 **Whereas** the Thirty-fourth General Assembly passed an overture calling for the creation of
7 a PCA emblem;
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9 **Whereas**, all past efforts to obtain General Assembly approval for an emblem for the PCA
10 have failed;
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12 **Whereas**, there is a strong desire by many churches within the PCA to have a visible
13 emblem to unite our church;
14

15 **Whereas**, the PCA has existed for over 40 years without fulfilling the desire of its First
16 General Assembly;
17

18 **Therefore, be it resolved**, that Southeast Alabama Presbytery overtures the General
19 Assembly of the PCA to approve the attached seal and standards of usage to be
20 added as an Appendix to the *BCO*, and to authorize the Stated Clerk as Custodian of
21 the seal and its usage.
22

23 *Adopted by Southeast Alabama Presbytery at its stated meeting, April 17, 2014*

24 *Atteste by /s/ TE Henry Lewis Smith, stated clerk*
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Attachment
(to Overture 52)

STANDARDS AND USAGE FOR THE PCA SEAL

WHAT THE SEAL SYMBOLIZES

The cross: The budded cross represents Christ’s sacrificial death and that Christ rose again and believers have new life in Him. The cross reaches to the edges of the circle, symbolizing evangelism into all the world and that His blood was shed for all nations, tribes, and tongues.

The circle and square: Traditionally, the circle has represented “heaven” and the square has represented “earth.” Combined together, they represent the coming of heaven to earth in the incarnation of Christ as well as the coming of the new heaven and new earth/the new Jerusalem.

Four corners of the square: As well as being part of the square’s symbolism, the red corners also form directional arrows, reminding us of the Great Commission.

Color: The blue represents both heaven and is a traditional color for Christ. Crimson represents Christ’s blood shed for us, and white represents the sinless nature of Christ and the purification that can only come through faith in Him.

Other Imagery: The white cross on the blue field is indicative of our Presbyterian roots since it somewhat mimics a Scottish flag.

MECHANICAL STANDARDS

The PRESBYTERIAN CHURCH IN AMERICA logotype is specially set letterforms that must not be altered (from Legacy Sans Bold).

The PCA Seal must always appear in this arrangement: symbol over logotype.

The PCA Seal is a combination of the symbol and the Presbyterian Church In America logotype (fig. 1). The PCA Seal should always be given visual space around it to separate it from other elements. This clear space should measure twice the height of the “PRESBYTERIAN” in the logotype (fig. 2). The PCA Seal has been designed to hold its readability and character over a wide range of sizes and in positive and reversed-out applications. However, there are minimums that must be maintained. For most instances, the minimum height is to be 1 inch and no less (fig. 3). There is no maximum reproduction size for this mark. When reducing or enlarging, always work from the digital files provided on the PCA site, or photomechanically from the artwork provided on this page. The PCA seal must always appear in this arrangement, symbol over logotype signifying our Lord’s preeminence.

COLOR REPRODUCTION

CRIMSON RED Spot: Pantone* 1807 or Process: 0C, 100M, 96Y, 28K

SCOT BLUE Spot: Pantone 300 or Process: 100C, 44M, 0Y, 0K

BLACK Process: 100K

GREY (accent / reverse) Spot: Pantone Cool Grey 4 or Process: 24K

**The Pantone Matching System is a worldwide ink system used to communicate accurate color.*

1 The PCA Seal should always appear in these colors. If reversed, the PCA Seal should appear
2 in white on a scot blue or grey field (fig. 4).
3

4 **GUIDELINES FOR USE**

5 These standards for the PCA Seal are intended to help us, a visible branch of His Church,
6 present the simple, consistent message as we demonstrate the gospel of Jesus Christ in word
7 and deed (fig.5).

Figure 1.



**PRESBYTERIAN
CHURCH IN
AMERICA**

Figure 2.



Figure 3.



Figure 5.



Figure 4.



2-color



1-color



1-color / accent