

What Does the New Unity Logo Mean?

Some of the most asked questions about the Unity Identity Program are:

- What does the ball mean?
- What does the logo mean?
- Why do we use a local designator?

Let's take a look at these questions.



One of Unity's basic teachings is that of metaphysics. Metaphysics is based on the meaning beyond the physical. Each of us interprets the world as it has meaning to us. In the same way, our Unity logo has a unique meaning for each of us. We have heard some really great ideas that have been shared by some of the members of our Unity community. For instance: "the 'i' is the flame of the Spirit within us that is becoming the full expression of the Christ." Another has said it is "the light on the lamp stand."

To some, it means "the I of the I Am that I Am." Another said, "Focusing on the word 'Unity,' if you look at the 'i' it is surrounded by 'un ty.' I untie my thoughts from limitation and become unified with the truth of who I Am."

True to our Unity teachings, you can choose what the logo means to you. And over time, you will develop your own understanding of what it means as you have experiences with your Unity spiritual community.

In a conversation with Chuck Pettis (the individual who led the research and development of our new identity), someone asked, "What does the ball mean?" Chuck responded, "It means absolutely nothing and in time will mean absolutely everything." He went on to say that over time the logo will come to mean Unity as a movement. People will understand that just as an apple means a computer, iPhone, iPod or iPad, our logo will represent our Truth teachings to the world.

In this fast-paced world, people know that an image can speak so much louder than a string of descriptive words. The more unique an image is, the more it will be remembered. The word "Unity" in our logo is not a font. It was a hand-created graphic and, with the ball, is unique to us as a movement.

The Unity Identity Program was created to help people recognize and understand Unity. The common logo, combined with the local descriptor (the lines below the logo), helps us to achieve both recognition and clarity.

To read more articles on this topic, access the current and past issues of [Contact magazine online](#).

For more information about the Unity Identity Program, go to:

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The logo is owned by a service organization created by Unity Worldwide Ministries and Unity World Headquarters at Unity Village. The service organization holds the registration for the Unity logo. Ministries are licensed to use the logo along with a local designator, through the Unity Identity Program, thus identifying them as a part of the Unity movement. Both alternative and field ministries are eligible to participate in the program.



We have just completed our second year of employing the new identity, with over 26% of our movement having embraced the new look. Over 55 ministries are creating websites from the program with [35](#) already live (all within one year of launching the web program). Together, we are becoming clearer in sharing our message with the world. As we continue to grow, we will help to make Unity a commonly recognized spiritual community that is known as a positive path for spiritual living.

For more information about the Unity Identity Program, see the sidebar on this page, or visit www.unity.org/branding.

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Rev Brendalyn Batchelor—Bless Your Ministry

Rev. Brendalyn Batchelor shares with you how to bless your ministry, and save money with a dynamic website and professional printing while creating worldwide recognition for your ministry through the Unity Identity Program.



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