



A VISUAL JOURNEY OF FAITH, GROWTH & COMMUNITY

This branding system tells the evolving story of the Discipleship Ministries at Union Church of Manila through a rich and meaningful visual language grounded in Christian symbolism, nature, and spiritual growth.

Foundations of Faith

The journey begins with a vibrant, four-quadrant emblem representing:

- Diversity in community
- Unity in Christ
- The foundation of church life



As the journey progresses, the design evolves into simpler, more organic shapes--symbolizing spiritual maturity and focused discipleship.

The Core Symbols

At the center of every design is a fusion of:

- The Cross - representing faith and Christ-centered living
- Leaves - symbolizing growth, life and flourishing spirituality



This core motif visually unites all discipleship sub-ministries under one shared identity.

CORE CONCEPT AND EVOLUTION

