

# CHANGING THE SDA LOGO

"Men will employ every means to make less prominent the difference between Seventh-day Adventists and observers of the first day of the week. A company was presented before me under the name of Seventh-day Adventists, who were advising that the banner, or sign, which makes us a distinct people should not be held out so strikingly; for they claimed that this was not the best policy in order to secure success to our institutions." (E.White, Testimonies for the Church, Volume 6, p.144)

On October 7th, 1996, during the General Conference Committee Annual Council morning session, the committee voted and passed to adopt a new logo for the worldwide Seventh-day Adventist Church. Their reasoning for the change, quoting from the October 7th, 1996, GCC Annual Council morning session, document page 96-187: *"In the past there has not been a recognizable logo which identifies the Seventh-day Adventist church and embodies its values and distinctiveness."* Really? Dear SDA's, please take a good look at the logos below. Which ones do you believe best describes the SDA church and its mission to the world? I was unable find who the person was that first came up with the idea of having a new logo. Who was that person that first whispered that idea to the ears of the leadership of the General Conference?

From this



To this



In the above logo can you see three angels circling the world giving the last day message to mankind? The sad thing is there were so many people that approved it. What a terrible, terrible witness for the Seventh-day Adventist Church to the world.

As you read below ask yourself, will people really think this when they look at the new logo for the first time?

### **The Official Meaning of the Logo**

The logo reflects the core values of the Seventh-day Adventist Church. Its foundation is the Bible, the Word of God, shown open because its message should be read and put into practice. Central to that biblical message is the cross, which is also a central feature of the logo. Above the cross and the open Bible is a burning flame that represents the Holy Spirit, the messenger of truth.

#### **The Second Coming**

The lines at the top of the design suggest upward momentum symbolizing the resurrection and ascension to heaven at Christ's second coming, the ultimate focus of our faith.

#### **The Flame**

This is the shape formed by three lines encircling an implied sphere. The lines represent the three angels of Revelation 14 circling the globe and our commission to take the gospel to the entire world. The overall shape forms a flame symbolic of the Holy Spirit.

#### **The Cross**

The symbol of the cross, representing the gospel of salvation, is positioned in the center of the design to emphasize Christ's sacrifice, which is the central theme of the Adventist faith.

#### **The Open Bible**

The Bible forms the base of the design and represents the biblical foundation of our beliefs. It is portrayed in a fully open position suggesting a full acceptance of God's word.

"You've waited more than 150 years for the Church to adopt an official, worldwide corporate identity. Fortunately, there is no need to wait any longer for your sign."

"Positive ID is the officially licensed supplier for the Seventh-day Adventist logo accessories so we can guarantee that your signage complies with the strict global identity standards required by the General Conference." Ministry Magazine July 1997 {back cover}.

"The years 1996 and 1997 will go down in Seventh-day Adventist church history as the era during which our church adopted and implemented a unified corporate image." Ministry Magazine p. 31, July 1997. Actually the portrayal of a cross in an engraved gold medallion as a symbol of the Seventh-day Adventist Church and was given to the pope did already exist in 1977.

"The book presented was the Adventist missionary book Faith in Action, and the medallion was a gold-covered symbol of the Seventh-day Adventist Church. The medallion is an engraved witness to the Adventist faith in Christ as Creator, Redeemer, and soon-coming Lord, in the cross and Bible..." Adventist Review August 11, 1977. But it was not until 1996 when it was finally implemented and adopted as a world wide, corporate identity.

"The explanation of the church's corporate (logo) identity is on our web site at [www.adventist.org](http://www.adventist.org). It was voted several years ago (1996) by the Executive Committee of the General Conference during its Annual Council. It expresses our beliefs and has been discussed by several focus groups before it was taken for a decision... Nobody required anybody to do what we did. Representatives from the

world church, in council, discussed the logo, which, by the way, includes a full name of the church, and agreed that this is what we will do." Letter of **Ray Dabrowski**, Communication Director of SDA Church World Headquarters, Wed, 27 June 2001.

[http://www.gospelorder.com/Tracts/adventist\\_catholic.htm](http://www.gospelorder.com/Tracts/adventist_catholic.htm)

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## IS THE CROSS A CHRISTIAN SYMBOL?

"Papists place crosses upon their churches, upon their altars, and upon their garments. Everywhere is seen the insignia of the cross. Everywhere it is outwardly honored and exalted." Great Controversy page 568

"The cross was associated with the power of Rome." Desire of Ages page 416

"The badge of Christianity is not an outward sign, not the wearing of a cross or a crown, but it is that which reveals the union of man with God." Ministry of Healing page 470

"The cross is recognized as one of the most important symbols of the Roman Catholic Church. It is displayed on top of roofs and towers. It is seen on altars, furnishings, and ecclesiastical garments. The floor plan of the majority of Catholic churches is laid out in the shape of the cross. Catholic homes, hospitals, and schools have the cross adorning the walls. Everywhere the cross is outwardly honored and adored – hundreds of ways!" Babylon Mystery of Religion pages 39-40

## WHAT IS ROMAN CATHOLIC CHURCH'S POWER?

"QUESTION: How prove you that the Church hath power to command feasts and holy days?

ANSWER: By the very act of changing the Sabbath into Sunday, which Protestants allow of and therefore, they fondly contradict themselves by keeping Sunday strictly, and breaking most other feasts commanded by the same church.

QUESTION: How prove you that?

ANSWER: Because by keeping Sunday they acknowledge the Church's power to ordain feasts, and to command them under sin." The Douay Catechism, page 59.

## WHAT IS CHRIST'S BADGE ACCORDING TO THE SDA CHURCH?

"His (Christ's) badge was a cross, not crown." Adult Teachers Sabbath School Bible Study Guide, Apr-May-June 2005, page 76, Teachers Edition.

"...As is the mother so is her daughter ..." Ezekiel 16:44

"But Babylon the harlot is the mother of daughters who follow her example of corruption. Thus are represented those churches that cling to the doctrines and traditions of Rome and follow her worldly practices..." Spirit of Prophecy Vol. 4 p. 233

"In the balances of the sanctuary the Seventh-day Adventist church is to be weighed. She will be judged by the privileges and advantages that she has had. If her spiritual experience does not correspond to the advantages that Christ, at infinite cost, has bestowed on her, if the blessings conferred have not qualified her to do the work entrusted to her, on her will be pronounced the

sentence: "Found wanting."... What stronger delusion can beguile the mind than the pretense that you are building on the right foundation and that God accepts your works, when in reality you are working out many things according to worldly policy and are sinning against Jehovah? ... Who can truthfully say: "Our gold is tried in the fire; our garments unspotted by the world"? I saw our Instructor pointing to the garments of so-called righteousness. Stripping them off, He laid bare the defilement beneath. Then He said to me: Can you not see how they have pretentiously covered up their defilement and rottenness of character? 'How is the faithful city become an harlot? My Father's house is made a house of merchandise, a place whence the DIVINE PRESENCE AND GLORY HAVE DEPARTED!' Testimonies for the Church Vol. 8 p. 247-250, April 21, 1903

"A virtuous woman represents a pure church, a vile woman an apostate church. Babylon is said to be harlot..." Spirit of Prophecy Vol. 4 p. 233

Mrs. White said in 1893, "at the present time," do not call the church Babylon (Testimonies to Ministers, page 50). That was in 1893. But 10 years later, in 1903 the church became a harlot or Babylon. In 1893 it was a man [AW Stanton] who said that the church is Babylon, but in 1903 it was God through EG White who said that the SDA church is harlot or Babylon.

"Are we hoping to see the whole church revived? THAT TIME WILL NEVER COME." Selected Messages Vol. 1 p. 122

"And thou, Capernaum [Seventh day Adventist, who have had great light], which are exalted unto heaven [in point of privilege], SHALT BE BROUGHT DOWN TO HELL..." Review and Herald p. 69, August 1, 1893

#### PROPHECY:

"That night I dreamed that I was in Battle Creek looking out from the side glass at the door and saw a company marching up to the house, two and two. They looked stern and determined. **I knew them well** and turned to open the parlor door to receive them, but thought I would look again. The scene was changed. The company now presented the appearance of a Catholic procession. **One bore in his hand a cross**, another a reed. And as they approached, the one carrying a reed made a circle around the house, saying three times: "This house is proscribed. The goods must be confiscated. They have spoken against our holy order." Terror seized me, and I ran through the house, out of the north door, and found myself in the midst of a company, some of whom I knew, but I dared not speak a word to them for fear of being betrayed. I tried to seek a retired spot where I might weep and pray without meeting eager, inquisitive eyes wherever I turned. I repeated frequently: "If I could only understand this! If they will tell me what I have said or what I have done!" Testimonies for The Church Vol. 1 p. 578, January 29, 1867

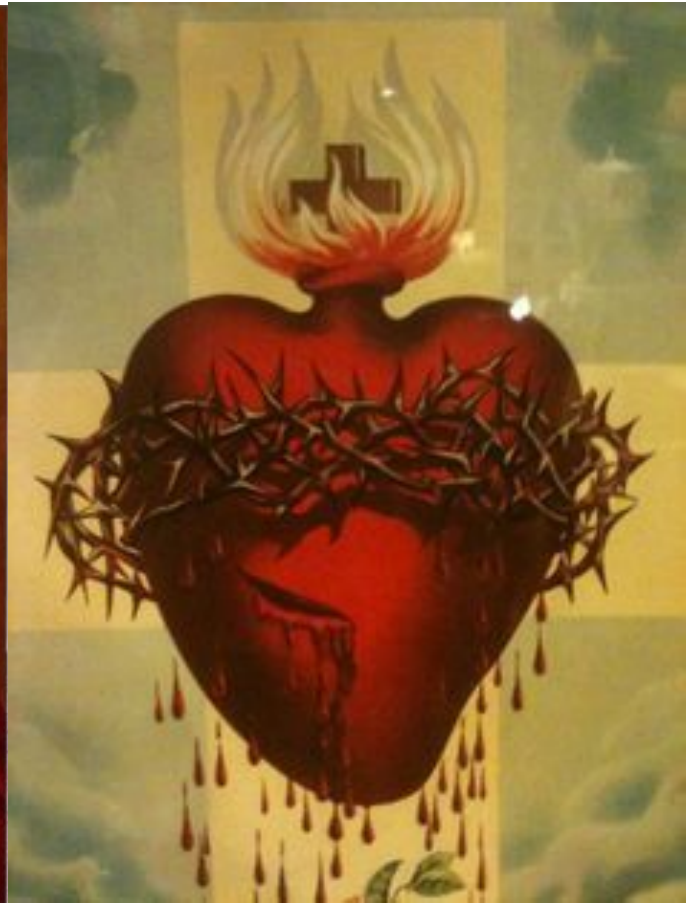
There it is, the exact fulfillment of Ellen G. White's dream in Testimonies for the Church Volume 1, page 578 ( 1867 ). That this [SDA Church] will carry or raise-up the standard of Rome that portrays a pagan cross thus following the track of Romanism. Please see also Testimonies to Ministers page 362.

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Bryan Gray, art director of Adventist Review, was the person who created the new SDA logo. Obviously his inspiration for the logo was taken from the logos of other churches as you can see by some of these images below. The pagan cross with the flame.



The Catholic flaming heart and cross.  
The new SDA logo has a flame and a cross.  
Dear SDA, is this what you want the Seventh-day Adventist Church be associated with?



Why didn't Bryan Gray design a really nice 3 Angels circling the world that would make the SDA message stand out above all others?

**"I tell you now, that when I am laid to rest, great changes will take place.** I want the people to know that I warned them fully before my death. I do not know especially what changes will take place; but they should watch every conceivable sin that Satan will try to immortalize." (E.White Manuscript 1, Feb 24, 1915)

"In our work, we need men of moral independence, uncontaminated and unshackled, so that when a principle of religion or duty is at stake they will stand firm in defense of the truth. **We need men who will not hold their peace when they see evils coming in and wrongs being done. We need men who will refuse to give consent by silence to unjust actions.**" (Manuscript Releases, Vol.9, Letter 116, 1905)

**"We are in danger of becoming a sister to fallen Babylon,** of allowing our churches to become corrupted, and filled with every foul spirit, a cage for every unclean and hateful bird; and will we be clear unless we make decided movements to cure the existing evil?" (Manuscript Releases, Volume 21, par.380)