

Dear Connectional Lay Organization Members,

We desire to express appreciation for each local organization that submitted their public relations materials for various lay programs, including the Lay Witness and Evangelism Sunday information. The organization understands the value and impact of consistent branding, illustrations and marketing for lay programming. This missive is written to alleviate any confusion regarding the usage of certain organizational logos/symbols.

The Connectional Lay Organization has one (1) highly recognizable logo, which incorporates the **cross and anvil** surrounded in a circle by the **AME Church Lay Organization** banner in the organization's colors of royal blue and white. "The Anvil... has a symbolic and a historical meaning which must be noted by all who call themselves African Methodists. The founding fathers purchased a blacksmith's shop and converted it into their house of worship." The empty cross represents the ultimate sacrifice and victory that Jesus made for all who believe.



The CLO adopts a new theme of study and scriptural reference each quadrennium. The artistic rendering offers a visual interpretation of the adopted theme. However, the artistic depiction does not replace the CLO logo. The explanation of the current theme's artistic rendering was distributed by the CLO Director of Lay Activities.

Clear and consistent branding of the CLO demonstrates the harmony and strength of the ministry. Please forward any additional question/concerns about CLO logo usage and/or the organization's branding guidelines to [ametta.reaves@gmail.com](mailto:ametta.reaves@gmail.com).

Blessings,

Mrs. Valerie Gary Bell,  
President  
Connectional Lay Organization