

The Solemnity of Christ the King was established by Pope Pius XI in 1925 when Europe was struggling after the First World War and Soviet communism was leading people away from God and the Christian values. The Feast of Christ the King reminds the world that to reject Christ, either in private life or in public life, is to reject our only [hope](#), and to [accept](#) him is to accept life eternal.

Today over a billion people celebrate the feast of a powerless, yet powerful king who lived two thousand years ago, ruled no kingdom, or had no personal guards or soldiers. This king lives even today in the hearts of billions all over the world, touching their everyday lives. Jesus is a king who does not parade around in worldly power. However, he is greater than any king who ever lived, for he is "[the image of the invisible God, the first born of all creation](#)." God wouldn't send his Son to die on the cross if we were a lost case, or *not going to live after death*.

Every business knows how important it is to develop a corporate logo. "[Brand identity](#)" One symbol that can readily identify the company and its product. The goal of any designer when creating a logo is to develop a mark that persuade viewers to respond in a specified manner.

So, what makes a good logo? Here are the five things that most marketing agencies agree makes a good logo:

1. Simplicity. Is it easy to look at and identify the product?
2. Brand consistency. Does it fit your company's overall message?
3. Memorability. Easy to recall and speak to others.
4. Effectiveness. Will it say who you are?
5. Market testing. Don't trust your gut. It should be market tested.

The same holds true for us. For the Jewish people it is the Star of David, for Buddhists, the figure of their enlightened teacher sitting in that cross-legged position, and for us as Christians the central "logo" of our life is probably the greatest logo ever created. It is so powerful it carries the meaning of all we go through life, suffering, our hopes and all the promises of love, reconciliation and forgiveness. It stands for defeat. It stands for victory. And yet, given all this, it is so simple a child can create it with two sticks. [It is the cross, that sacred sign of God's sacrifice offered through Christ](#).

It is simple. It is consistent with our mission statement. It is Memorable. We have passed it on to over a billion people. It is effective. People recognize Christians by the cross. And market testing it for 2000 years. Through "Logo," we are continually reminded of God's undying love for the world and of our call to love and serve one another throughout the course of our earthly existence.

St. Jerome was one of the distinguished church fathers who helped to guide the Church in matters of faith and the Bible. He translated the Ancient Greek manuscripts into Latin to help put the Bible in the language of the people. He lived in the actual town of Bethlehem for a time to get a feel of how Jesus lived during his earthly journey among us. St. Jerome, while living in Bethlehem, had a

dream that Jesus visited him. The dream was so powerful and convincing that St. Jerome rounded up all his material blessings and offered them to Jesus. He heard the Lord declare: "I do not want your possessions." So being a good church leader, he offered all his money to Jesus. Jesus once again declared, "I do not want your money." Finally, in desperation, St. Jerome cried out "Jesus, what do you want from me?" Jesus simply replied, "Give me your sins. That is what I came for I came to take away your sin. Give me your sin." This is the power of our Logo the Cross. This is why we are proud to wear it on our neck. This is why we cling to it as our only source of hope. This is why we love our king, Christ the King.

God Bless You.