



BAPTIST COURIERS FOR CHRIST

EST 1979

JANUARY 2025

NEW LOOK—SAME CORE FOCUS!

by Joshua Stertz

Happy New Year from the Couriers for Christ team! We are excited to bring you some new administrative changes this year. The first item on the agenda is the new logo (branding) of Baptist Couriers for Christ. The ministry just celebrated its 45th anniversary on November 6, 2024, and throughout the years we have used several logos, which you can see attached to this newsletter. Our current logo has been in use for over a decade, and we decided it was time for a fresh look. I was privileged to work with Joel O'Brien on this project and am pleased with his tenacity, as it is an involved process for an established ministry. Because of the length of our name, we often shorten it to "CFC." Several of our representatives suggested that we use the acronym as the basis for a logo. I turned over that responsibility to Joel, and in his own words here is the process that he went through to produce this design.

"Refreshing the logo and brand identity for Baptist Couriers for Christ was an incredibly fulfilling and exciting experience! It was more than just designing a visual identity; it meant contributing to something meaningful and purpose-driven. The process involved understanding the heart of the ministry—its values, mission, community—and then translating that essence into a visual representation.

Every design choice, from color palette to typography, needed to evoke warmth, hope, and steadfastness while reflecting the church's core beliefs. The challenge of capturing CFC's ministry in a way that would resonate with both long-time supporters and new partners made the project deeply rewarding.

A core value of CFC is to always put Jesus Christ and the cross first [editor's note: please see that most of our previous logos have prominently displayed a cross]. In this logo, that is quite literal. There is a cross in the middle of the circle, pointing to the sacrifice that Jesus made for us. The C swooping into the F that is gracefully ascending into the last C gives the

logo a dynamic feel. Because CFC is a ministry that is on the move while traveling the world, this sense of motion had to be included! One last little Easter egg requires a quick history lesson. Don Stertz founded CFC back in 1979. This logo alludes to that in a special way. The tilt of the letters CFC in the logo are sheared at a 79° angle, representing the year 1979—when CFC was founded!

The excitement of collaborating with Josh Stertz also played a big role in the creative process. Conversations about visionary outreach and growth and that Couriers wants to engage with the local people in the countries they serve in were both inspiring and insightful. It felt like we were working together towards a common goal, creating a brand identity that could communicate not just CFC's message, but also its sense of community, purpose, and revival. Seeing how the final logo and branding would serve as a lasting symbol for CFC—something that could connect people to their faith—was a powerful reminder of the impact that thoughtful, intentional design can have on a community."

We understand that this is simply an updated logo for the ministry moving forward. It is our faith in God and our biblical core values that are most important, but it is nice to have sharp, recognizable, and professional branding. Even though there are some administrative changes on the horizon, the important things are still firmly set in stone. The things that remain the heartbeat of our ministry (our love for the Lord, the desire to glorify His name through bearing much fruit, our love for folks at home and abroad, our assistance of church-planting efforts around the globe, and our faithfulness to place the Word of God into the hands of folks that don't have it) will continue rooted in God. We are grateful to so many of you who faithfully continue to partner with us for the furtherance of the gospel! **We give thanks to God always for you all, making mention of you in our prayers.** | Thessalonians 1:2



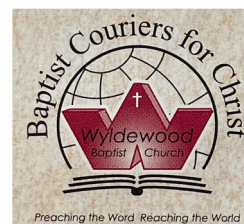
Couriers for Christ logos through the years



Original logo early
1980 - 1986



Second logo
1986 - 1992



Third logo
1992 - 2013



Fourth logo
2013 - 2024

HISTORY

Highlights



Continued from
October issue...

by Ken Stertz

ROMANIA--Sunday, October 16, 1988

Life is hard here [Romania under communism in the 1980s], and there is little diversion from work. Sunday is not a rest day—it is a work day like any other, and many have to miss church services because of that. But even their humble life style is tenuous. About 8,000 rural villages such as the one we are in are scheduled for destruction. The government plans to bulldoze them completely—homes, churches, gardens, and all—and build high rise apartments in their place. Where this has been accomplished it has been heartbreaking. People have been shifted into a community-living situation. The apartments are without kitchens or inside toilets. They are no longer allowed gardens or animals, which provide much of the food for their families. These people have little left to live for.

We have lunch with Gabby and Georgi at Gabby's home. We talk again about the need for Bibles, for song books, for benzene (gasoline) to carry out the evangelistic work. Georgi speaks with passion, and we ask him to put the needs of his people on tape for us. He agrees gladly and begins eloquently. But he mentions our key Courier by name, and we have to stop the tape and begin again. The mood is broken, though. Georgi is annoyed by our rebuke, no matter how innocent, and the new tape is brief and pedantic. We can imagine the agony of this fiercely proud man as the authorities gave him his choice regarding his beating.

They said, "Hold out your hand!"

"To be beat like a schoolboy? Never!"

"Then you have a choice—your hand or your liver."

So they beat his hand until he cried for mercy. How humiliating that must have been for him.

A neighbor comes with a message. There has been a death and the pastors must go. We drive back to Oradea

with Marianna guiding us. The Romania we see this afternoon is very beautiful—rolling hills, corn and wheat shocks, villages nestled along the rivers or the valleys. It is incredible to imagine bulldozers destroying these, tearing out the peoples' very roots, depriving them of the very few things they can call their own.

Marianna is uncomfortable being let out on her home street or at the hotel, so we drop her off on a tree-lined boulevard near a park and she walks the rest of the way to her home. Larry and Cheryl are on time; we meet at the hotel at 3:00 and pack up to head back to Hungary. They had their own experiences in a church of several thousand. It is a Hungarian church, definitely Union controlled and with a definite "informer" presence. The pastors are better taken care of in these churches but even so, the pastor who drove them to lunch needed to siphon benzene from our contact's microvan to make it back to Oradea.

The border out is quick and easy. We drive to Debrecen, Hungary, and find a room in the Phoenix Hotel for \$8.00 per night. Time for fellowship and prayer and much needed rest. As we drift off to sleep we are so thankful for the freedoms that we have taken for granted in our own country. But we are also thankful for those who, in spite of difficult times and opposition from the Soviet government, are willing to love, obey, and follow the Lord no matter the cost!



Then Peter and the other apostles answered and said, We ought to obey God rather than men. Acts 5:29

Hope for the Valley

..... Scripture Campaign

We are excited to offer you an opportunity to join us on a scripture distribution campaign in Porto Alegre, Brazil, towards the end of the year. We will be working alongside missionary Nathan Ring with the goal of spreading the seed of the Word of God in several cities and villages in one large valley in southern Brazil. This valley was ravaged by a terrible flood back in the spring of 2024. In the wake of the devastation and as the rebuilding process has begun, the Lord has softened the hearts of many people to the gospel message. Nathan has told me that this is the most open to the gospel that he has seen the people in his region over the course of more than ten years!

Please consider joining us.

DATES: October 27 - November 11, 2025

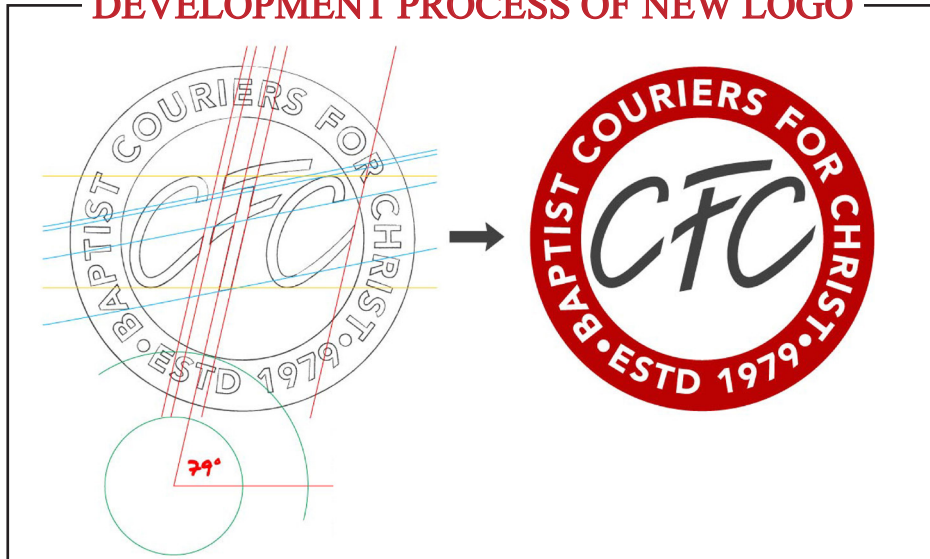
COST: \$2950


Acts 16:9 ...**Come over...and help us.**

Please visit couriersforchrist.com for more information about the Hope for the Valley Campaign.



DEVELOPMENT PROCESS OF NEW LOGO



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Please scan the code at left
to visit our ministry web pages
for more information.

A ministry of  Wyldeewood Baptist Church