



The logo is inspired by two biblical images: the **sower** (Lk. 8:4-15) and the **runner** (1 Co. 9:24). Both biblical references indicate an action to be carried out with a sense of responsibility and urgency. The sower must sow in such a way as to expect an abundant harvest in due time. The runner, after sufficient preparation, must win the race. The combination of these two references brings us to the theme of the *Pauline Family's Year of the Bible*: ***“that the Word of the Lord may speed forward”*** (2 Thes. 3:1).

So as to avoid bewildering the observer, the logo employs simple shapes and colors. The **sower, depicted as leaning forward**, tosses into the air **10 seeds** symbolizing the **10 branches of the Pauline Family**. The different **sizes** of the seeds and the different **directions** in which they move indicate the different **services** of the various branches of the PF and the different **spheres of society** in which they have been called to root themselves. **Red**, on the other hand, is the universal color of *zeal* and *passion*. The color of blood, it motivates us to fix our gaze on an urgent goal: that the Word of the Lord might be disseminated far and wide.