

MERCY WELLSPRINGS

FORMATION MOMENT

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Mercy Wellsprings Logo

The **Mercy Wellsprings logo** reflects our identity, our guiding principles, and our mission in response to the ongoing and changing needs of persons and Earth.

This work was completed with **m5 Marketing Communications**. We are grateful for their time and creative insights that helped us capture the identity and spirit of Mercy Wellsprings.

Self-Reflection:

Which elements of the logo speak to you most profoundly about the heart of Mercy Wellsprings? Which elements inspire you to be engaged in the ongoing mission of Mercy Wellsprings?

[MW Formation webpage](#)



Mercy
Wellsprings

Fuentes de la
Misericordia

Together, the icon and our name in English & Spanish express who we are – Canadians and Peruvians grounded in values of mercy, respect, and deep listening; energized by creativity and openness to the new; and dedicated to supporting our sponsored missions and communities.



Blue wave-like ripples – water as a symbol for all Earth beings and for the compassion that binds them together - from the depths of the mystery of God, the great river of mercy wells up and overflows unceasingly.

Ripples – our response to the ongoing and changing needs of persons and Earth, connections that we make with all who share this journey of peace and justice.



A subtle **stained-glass window** – a symbol for humans whose hands have made the window and the building that holds the window.

Stained glass through which the light shines – an expression of diversity, creativity, engagement and collaboration.



The **circular shape** – a symbol for Earth, our common home, and an expression of inclusion, wholeness, community, and renewal.



The **calming blue colours** – a symbol for the spirit and culture of Mercy embracing people and Earth

The **integrated image** – the circular shape, waves and window together reflect our ministry of listening & walking with the humans & other-than-human beings of Earth, our common home



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