



THE NAME GAME (SKIP THIS PRE-AMBLE IF YOU WANT TO GET STRAIGHT TO THE REASONS!)

Ask any teacher, police officer or sales rep and they'll all tell you the importance of knowing a name. Or from personal experience we know the embarrassment of forgetting someone else's name, or the feeling of awkwardness or insignificance when someone forgets ours or calls us by the wrong one. So what's in a name that makes them so important?

- They are a connection with the past – surnames are passed on, and even speak of a families lineage (David-son ... John-son ... Wil-son etc) or children are named directly after parents/grandparents.
- They speak prophetically of the future – Abram became Abraham (father of many nations); Simon became Peter (the 'rock' of the Church); Gideon means Mighty Warrior.
- They demark significant events – Malcolm Little becoming Malcolm X; Naomi becoming Mara; Jacob becoming Israel
- They come to embody an individual's identity & personality – what thoughts/images do the names Adolf or Judas or Churchill or Barclays or Marks & Spencer's invoke in your mind?

There are far more reasons why names are such important & valuable things. It is no surprise then that God prohibits using His name in vain; or that companies protect their names & logos with Trademarks; or that laws protecting against slander and personal defamation are still regularly upheld. And it is no wonder that scripture speaks of Jesus being "The Name above all names".

We have made the decision to change our name from Kidz Klub Bradford. This isn't a whim or a marketing re-branding exercise. It demarcates a significant time in our 'growing up' as an organisation; it speaks prophetically about who we are & what we would like to achieve; and it embodies how we would like to be identified.

There are positive and negative reasons for the decision. Below are some of the most significant.

REASONS FOR RELINQUISHING THE NAME "KIDZ KLUB"

- **Too generic :**
 - Lots & lots of groups use the name "Kidz Klub" (or a variation of it) without sharing anything in common. Many aren't even Christian (Cineworld cinemas run a Kids Club; Alliant Credit Union have a Kidz Klub!). Whilst imitation is a form of flattery, it's also a source of confusion and potential problems.
 - It makes promotion & partnership difficult : lots of people & churches say "we already have a kids club", by which they mean they have some sort of generic children's work – but very rarely one that shares our distinctive values or practices.
- **Too inhibiting :**
 - Being associated with something that is identified as being for "kids" loses appeal & credibility amongst older children and especially young leaders . This is particularly a problem in areas where youth ministries are also working with the same age groups.
- **Too narrow :**
 - Whilst the focus of our *mission* will always be children, our work practices increasingly involve training young leaders and even work with parents. Having "Kids" in the title gives too restrictive a focus
- **Too prescriptive :**
 - Having "Klub" as an integral part of the name gives a misleading emphasis. The clubs are the vehicle by which we fulfil our mission but they are not the only part, nor are they the most significant or important part.
- **Too vulnerable :**
 - The lack of any ownership for the name or logo means that it can quite literally be used by anyone for anything – and it increasingly is being.

REASONS FOR ADOPTING THE NAME “ROCK”

- **It signifies** a new start – a break from the past. It marks a new era in the ministry.
- **It establishes** independence – our reputation and our *good name* are now in our own hands rather than at the mercy of others.
- **It communicates** our mission & values – to Reach Out (we’re evangelistic); to Coach (we teach & train); to Keep (we plant into God’s family)
- **It encapsulates** the attributes we hope to model : strong; dependable; secure; foundational; durable, ...
- **It correlates** with scriptural imagery : Jesus our Rock; Upon this Rock I will build the church; Rock of ages etc
- **It resonates** with different ages – gives us scope & credibility across the age groups.
- **It unifies** the different aspects of our work. ROCK will be a brand ‘hook’ from which we can ‘hang’ each area (eg ROCK klubs, ROCK academy, ROCK schools, ROCK streets, ROCK parenting etc)
- **It facilitates** creative name-play (eg, ROCK stars, ROCK hard, ROCK band, ROCK+ROLL? ...)

By changing our name we recognise the risk of losing much of the accumulated trust & recognition we have built up over many years. It will put us back at square one in many instances. And although the “Kidz Klub” brand is increasingly diluted & compromised, it still has a high degree of respect & credibility in the world of children’s ministry if nowhere else. We believe the rewards outweigh the risks.

THE LOGO

We chose the name for its significance. And we were just as particular about the design of the logo. The graphic designer was given a remit with the following criteria:

- Contemporary & ‘urban’, but that would have longevity
- Cross-generational & cross-gender credibility
- Works well in colour & in monochrome
- Keeps the ‘heart’ emblem as a key legacy feature
- Didn’t include gimmicks – every feature had to have a design purpose
- Reflects our mission focus towards children

Around 8 different designs were submitted. The final choice went through several cycles of feedback & refinement. Short-listed designs were field tested amongst children, teenagers & adults.



We are confident that not only does the final logo meet all the design criteria but that it also serves other purposes...

- The name is a constant reminder of just what our mission is. Everyone who wears the name should be able to simply recall & recite the mission they are serving.
- The bold & bright colouring will appeal particularly to primary age children. The colours themselves correspond with those of the ‘wordless book’ – a way of summarising the gospel through colour:
 - Blue to speak of God’s perfect creation;
 - Grey & the ‘blemishes’ speak of the sin that spoils our relationship with God;
 - (Unblemished) Red speaks of the perfect sacrifice of Jesus;
 - White speaks of the new, clean heart that comes from having our sins forgiven
 - Yellow/gold speaks of God’s kingdom – God’s rule in our lives;
 - Green speaks of growth – the need to mature in our lives as Jesus’ disciples.

So we have a logo that meets a very clear design brief, is distinctive, recognisable, reminds us of our mission and can be used as an aid to share the good news of Jesus.

We’re proud of our new name and logo. We hope you quickly come to like it as much as we do.