



# SCRIPTURE

**Exodus 20:2-11,  
Matthew 5:3-12**

*Fall Series!*

*Fall Series!*



# UNBRANDABLE

AN UNBRANDABLE GOD

THE GOOD NEWS  
THAT GOD IS OUT OF STEP WITH THIS WORLD

**BRANDING IS:**  
being told exactly  
what you are going  
to get **in simple**  
**terms**, with the  
**tastes of the**  
**consumer** in mind.



# BRANDING IS GOOD WHEN...

1. Something can be clarified and adorned by being ***simplified without being ruined***
2. When the consumer ***intuitively understands*** the producer because of **shared assumptions.**



# simple and in tune with your tastes

1 	2 	3 	4 	5 	6 	7 	8 	9 
11 	12 	13 	14 	15 	16 	17 	18 	19 
21 	22 	23 	24 	25 	26 	27 	28 	29 
31 	32 	33 	34 	35 	36 	37 	38 	39 
41 	42 	43 	44 	45 	46 	47 	48 	49 



**NEITHER OF THESE ARE  
TRUE OF GOD**

**THE OPPOSITE IS TRUE**

**GOD IS NOT A BRAND**

**THIS IS THE BEST NEWS YOU WILL EVER HEAR**

# GOD IS NOT A BRAND



God defies reduction. Instead, he enriches you by expanding your view of him.

God confounds worldly tastes and fleshly desires. Instead, he purifies and heals them.





## 2 DECISIVE ATTRIBUTES

1. God defies reduction and simplification
2. God confounds worldly tastes and fleshly desires

**THIS IS UNSPEAKABLY GOOD**

I. GOD DEFIES  
REDUCTION  
AND  
SIMPLIFICATION

# Companies are focused by definition



1		2	amazon	3		4	NETFLIX	5	Google	6	SAMSUNG	7	NIKE	8		9	PIXAR
11	pandora®	12	 PlayStation	13	Disney	14	SONY	15	KitchenAid	16	 Microsoft	17		18	intel	19	Dove

But the less truly ***narrow and simple***  
the scope, the less the brand fits.

Anything *can be* branded...



But the less truly *narrow and simple*  
the scope, the less the brand fits.



# BRAND THIS:

- A restaurant
- A sports team
- An electronics company
- A streaming service



# BRAND THIS:

- A country
- The midwest
- All scientific knowledge
- A planet
- The universe
- Yourself



# BRAND-RESISTANT COMPLEXITIES:

Completeness, tension, balance,  
mystery, strangeness, discretion,  
explorational knowledge, foreign-ness

ie: substance, depth, wisdom, maturity.



# INCOMPREHENSIBILITY

If God gave us his 'branding', it would be incomprehensible.



# BASF

"We don't make the products you buy, we make the products you buy better."

"a nice steak reduction."





# EXODUS 20:3-11

..."You shall have **no other gods** before me.

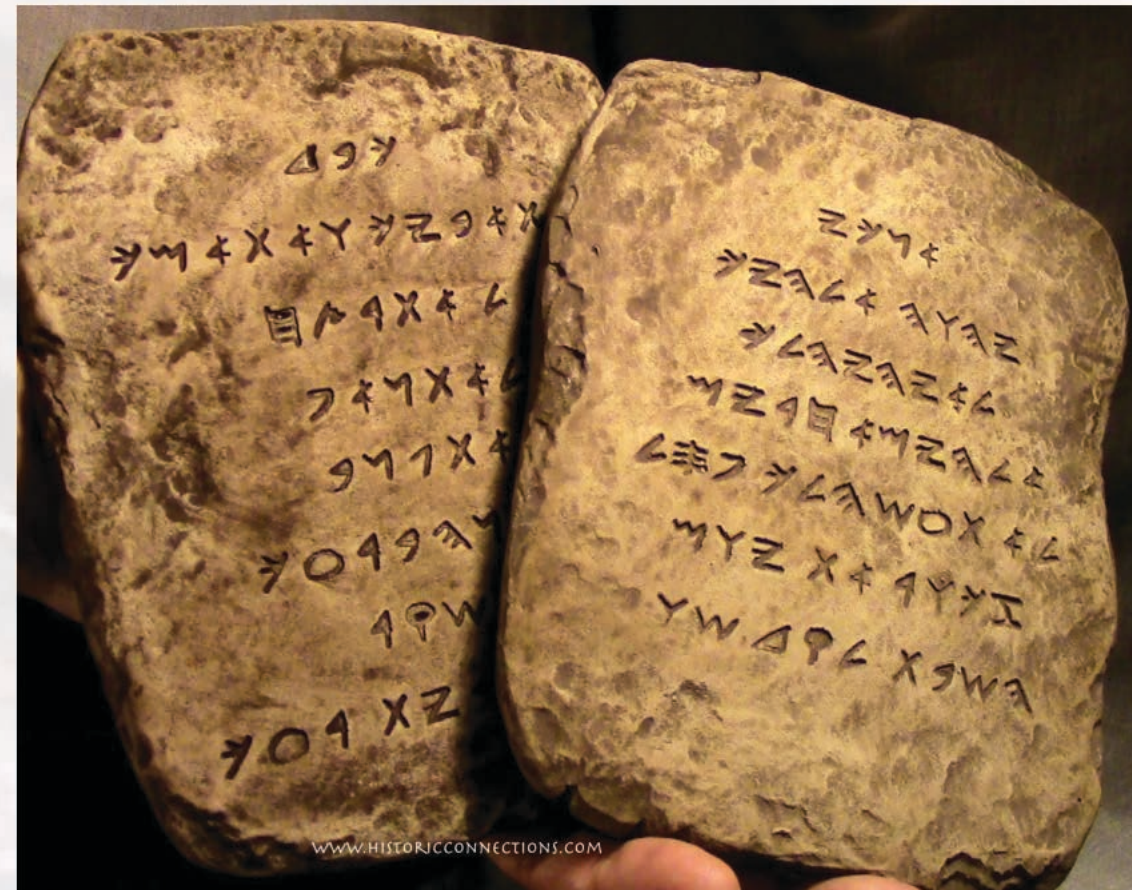
"You shall **not make for yourself an idol**  
(sculpture or image)..."

"You shall **not use unworthily (vainly) the name** of the LORD your God,

"Remember **the Sabbath day** by keeping it holy."



# TALE OF TWO REPRESENTATIONS



# THE GOOD NEWS

**God's complex magnificence** and beauty are displayed in his multifaceted character.

**God's complex magnificence** is what humbles, transforms, expands, engages, tests, and changes us.



2. HE CONFOUNDS  
WORLDLY AND  
FLESHLY TASTES

# BRANDING AND TASTES



"Give the people what they want!"

(The opposite is even worse)

## MATTHEW 5:3-12

"Blessed are the poor in spirit, for theirs is the kingdom of heaven. Blessed are those who mourn, for they will be comforted. Blessed are the meek, for they will inherit the earth. Blessed are those who hunger and thirst for righteousness, for they will be filled...



# MATTHEW 5:3-12

...Blessed are the merciful, for they will be shown mercy. Blessed are the pure in heart, for they will see God. Blessed are the peacemakers, for they will be called sons of God. Blessed are those who are persecuted because of righteousness, for theirs is the kingdom of heaven...



# MATTHEW 5:3-12

...Blessed are you when people insult you, persecute you and falsely say all kinds of evil against you because of me. Rejoice and be glad, because great is your reward in heaven, for in the same way they persecuted the prophets who were before you."





# GOD'S SELF-REVELATION



Glorious—but shrouded  
Loving—but holy  
Powerful—but meek  
Revealing—but veiled  
Magnificent—but ordinary

You can't understand the first characteristic without the second.

# THE GOOD NEWS

**Instead of degrading and defiling himself to meet our tastes and desires, God confounds them to draw us to the purer tastes and healed desires that come from his life.**



JESUS IS THE CLOSEST  
GOD HAS TO A BRAND

THEN THE CHURCH, THE FAMILY,  
AND THE CHRISTIAN

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