

BRAND

(Qualities, Content, Substance, Standards)

Brand is defined for our purposes as a particular make, type, kind, or mark. It is an identifying mark. It impresses unforgettably on one's mind, emotions and demeanor. Brand establishes recognition by trademark and label.

Moreover, brand can also be stigmatized. It can be a mark, or sign of dishonor, discredit and disgrace. Brand can be a "bad" mark of stain, defilement, or discoloration.

If an acrostic is made of the word "brand", it will allow for a comprehensive look into what "brand" means within the congregation. Many "brands" are watered down and weak in substance. The content is hypocritical. The qualities are not just and upright. The Standards are low.

BRAND

B **BEHAVIOR** - Conduct; Discipline; Etiquette

R **REACTION** - Response; Feeling; Influence

A **ATTITUDE** - Viewpoint; Heart; Spirit; Style

N **NOBLENES** - Good; Impressive; Trustworthy

D **DISTINGUISH** - Defines; Describes; Differentiates