

THE CORNERSTONE BRAND

Part 35 of Foundations 260. 1 John 4:7-11.

Peter Foxwell. The Cornerstone Church. October 26, 2025.

Dismiss the Middle School

NAME THAT “BRAND”

Most successful organizations have a recognizable brand.

It could be a name, product, logo, slogan, or any combination of these elements.

For example, here are three popular brand logos. Tell me what they represent and what you think when you see them:



What about the Cornerstone? What's our brand? When hears our name, what do we want their first thought to be?



1 John 4 has an answer. Let's read it now.

1 JOHN 4:7-11 (CSB)

Dear friends, let us love one another **(the church family)**, because love is from God, and everyone who loves has been born of God and knows God.

8 The one who does not love does not know God, because God is love.

9 God's love was revealed among us in this way: God sent his one and only Son into the world so that we might live through him.

10 Love consists in this: not that we loved God, but that he loved us and sent his Son to be the atoning sacrifice for our sins.

11 Dear friends, if God loved us in this way, we also must love one another.

So ... what do you think the Cornerstone brand is?

When people think of us, I'd like them to think, "Jesus **AND** Love."

I want people to hear our name, drive by our building, or see our logo and think, "That's the church that loves like Jesus loves."

So, what would it take to be known for love? Our passage tells us. It describes the mandate to love and the model of love.

Let's explore those ideas now ...

1. THE MANDATE TO LOVE - verses 7-8.

7 Dear friends, let us love one another, because love is from God, and everyone who loves has been born of God and knows God. 8 The one who does not love does not know God, because God is love.

God Is Love

Verse 8 reveals something stunning about God: “*God is love.*” This isn't saying God merely feels love or expresses love; it's more than that, love is his very essence, his nature, his being.

Picture this: before creation existed, the Father, Son, and Holy Spirit lived in perfect, eternal love for each other. God didn't need us to fill up his love bucket, so to speak, yet his love was so abundant that he created humanity as the overflow of his loving heart. He made us to love us.

Here's what makes God's love remarkable: he cannot ***not*** love. Even when he acts in justice or displays righteous anger, these flow from his loving nature. His love isn't a mood that changes—it's who he is. **So, God is love, and also ...**

Love Is Our New Nature

Verse 7 explains: “*let us love one another, because love is from God and everyone who loves has been born of God.*”

When you're ***born*** again through faith in Christ, something miraculous happens. God's spiritual DNA enters your life through the Holy Spirit. His loving nature doesn't just influence you—it becomes part of you.

Think of it this way: Loving our church family isn't primarily our duty; it's our new Christian nature or identity. Love becomes as natural as breathing.

The question isn't whether we should love—it's how that love shows itself in our daily lives. What does love look like in the church family?

2. THE MODEL OF LOVE - verses 9-11.

10 Love consists in this: not that we loved God, but that he loved us and sent his Son to be the atoning sacrifice for our sins. 11 Dear friends, if God loved us in this way, we also must love one another.

God's love isn't a feeling—it's an action. When God sent His Son to die for sinners, he revealed that love is self-giving, costly, and meets our needs. We're called to love our church as Christ loves the church. What does that look like?

First, we love even when it's not deserved.

That's what God did for us: ***“Not that we loved God...”*** We didn't seek Him—He sought us. We rejected Him—he reached out to us in grace. Paul writes:

Romans 5:8 (CSB) But God proves his own love for us in that while we were still sinners, Christ died for us.

God loves sinners who don't deserve his love. That's the model we're called to follow.

Second, love sacrificially.

God's love wasn't convenient; it was costly. He sent His Son—and the Son, who is God, took on human form and went to the cross to **atone** for our sins, to pay the penalty to bring us back to God. True love always costs something.

John's idea of love is neither romantic nor easy. People experience God's love for them through our sacrificial actions. John writes:

1 John 3:16-18 (CSB) This is how we have come to know love: He laid down his life for us. We should also lay down our lives for our brothers and sisters. 17 If anyone has this world's goods and sees a fellow believer in need but withholds compassion from him — how does God's love reside in him? 18 Little children, let us not love in word or speech, but in action and in truth.

LIVE A LIFE OF LOVE

Every great brand tells a story. Nike says, “Just do it.” Coca-Cola says, “Taste the feeling.” But what about us—the Cornerstone? What story do we tell with our lives, our fellowship, and our love?

When our neighbors drive by our building, when coworkers hear where we go to church, when our friends see our logo or meet a Cornerstone member, we want them to think: That’s the church that loves like Jesus loves.

11 Dear friends, if God loved us in this way, we also must love one another.

I want us to be known as the church family that lifts its members up and doesn’t tear them down; the friends who take care of each other; the community where hurting people heal and grow by love, because we pay the price to love each other like Christ loved us.

Loving one another is not one ministry among others; it is **THE** ministry. It’s not a department in our church; it’s our identity. It’s not just what we do; it’s who we are.

Love demands costly actions that help, and heal, and meet needs. Not necessarily money; more likely time, attention, practical help, and loads of patience.

When we love one another, the world sees Jesus. And when the world sees Jesus, they see the heart of God. That is the brand worth living for—and the only one that will last forever.

SMALL GROUP GUIDE

Review

- Review Peter's October 26th teaching and study guide. For more resources, visit www.famousgod.com/small-groups.
- What were the main insights of Peter's teaching?
- What questions do you have about the passage or Peter's teaching?
- What were the main applications or takeaways for your life?

Discuss

- What do you think people currently associate with "the Cornerstone brand"? How do you know?
- What does it mean that love is not something we do but something we *are*?
- How should the truth that "God is love" influence the way we respond to conflicts or failures within the church family?
- How does Jesus' sacrificial love challenge your personal comfort zones? How can we love others in our church family when they are difficult to love?
- What would change in our ministry if we made "Jesus and Love" the unmistakable brand of everything we do?

Prayer Focus

- Pray for more grace to put our love into action like Jesus did/does.
- Pray that Cornerstone Church would gain a reputation for being a church family that loves like Jesus loves.