

Ride For The Brand – Kimo Hoopai, December 7, 2025

Definition:” Riding For The Brand “ is an expression from cattle ranching days of the American “Old West “ most literally, the brand referred to the cattle were marked to indicate ownership, but it’s meaning goes deeper. The brand was ranch trademark and represents pride in your work ethics , duty and stewardship while inspiring loyalty, dedication, and cowboy camaraderie . When you rode for the brand it , meant that you had signed on to the mission ,that you were a dedicated team player .

There’s a brand we all ride for

The fish symbol was a way Christian could identify themselves to each other without either the government or the religious leaders recognizing them - **Jesus Trademark**

Representing as a Christian : 1 Peter 1:13-16 NIV - Be Holy ¹³ Therefore, with minds that are alert and fully sober, set your hope on the grace to be brought to you when Jesus Christ is revealed at his coming. ¹⁴ As obedient children, do not conform to the evil desires you had when you lived in ignorance. ¹⁵ But just as he who called you is holy, so be holy in all you do; ¹⁶ for it is written: “Be holy, because I am holy.”

Romans 12:1-2 NIV ¹ Therefore, I urge you, brothers and sisters, in view of God’s mercy, to offer your bodies as a living sacrifice, holy and pleasing to God – this is your true and proper worship. ² Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is – his good, pleasing and perfect will.

Stewardship as a Christian : Psalm 24:1-6 NIV ¹ The earth is the LORD’s, and everything in it, the world, and all who live in it; ² for he founded it on the seas and established it on the waters. ³ Who may ascend the mountain of the LORD? Who may stand in his holy place? ⁴ The one who has clean hands and a pure heart, who does not trust in an idol or swear by a false god. ⁵ They will receive blessing from the LORD and vindication from God their Savior. ⁶ Such is the generation of those who seek him, who seek your face, God of Jacob.

Loyalty as a Christian : Joshua 24:15 NIV But if serving the LORD seems undesirable to you, then choose for yourselves this day whom you will serve, whether the gods your ancestors served beyond the Euphrates, or the gods of the Amorites, in whose land you are living. But as for me and my household, we will serve the LORD.”

Dedication as a Christian : Colossians 3:16-17 NKJV ¹⁶ Let the word of Christ dwell in you richly in all wisdom, teaching and admonishing one another in psalms and hymns and spiritual songs, singing with grace in your hearts to the Lord. ¹⁷ And whatever you do in word or deed, *do* all in the name of the Lord Jesus, giving thanks to God the Father through Him.

Colossians 3:23-24 NKJV ²³ And whatever you do, do it heartily, as to the Lord and not to men, ²⁴ knowing that from the Lord you will receive the reward of the inheritance; for you serve the Lord Christ.

What is our Mission as a Christian :

Philippians 1:27-30 NIV ²⁷ Whatever happens, conduct yourselves in a manner worthy of the gospel of Christ. Then, whether I come and see you or only hear about you in my absence, I will know that you stand firm in the one Spirit, striving together as one for the faith of the gospel ²⁸ without being frightened in any way by those who oppose you. This is a sign to them that they will be destroyed, but that you will be saved – and that by God. ²⁹ For it has been granted to you on behalf of Christ not only to believe in him, but also to suffer for him, ³⁰ since you are going through the same struggle you saw I had, and now hear that I still have.

WHO’S BRAND DO YOU RIDE FOR ?



