

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

The Association of Roman Catholic Communicators of Canada Unveils Their New Logo Design

A Leader in Roman Catholic Communications Develops New Brand

HAMILTON, ON - The Association of Roman Catholic Communicators of Canada, ARCCC, is excited to announce its new logo design amidst a successful rebranding campaign. The unveil is the first in a series of announcements that will demonstrate the new era of ARCCC that embodies the current media climate.

“This design takes a stylized approach to make a unique and distinguishable mark that is exclusive to ARCCC,” said creator Chris Jugo, graphic designer with the Archdiocese of Edmonton communications office. “The stylization of the maple leaf gives the logo mark a unique feature representative of the dynamic nature of the various means of communications. The stylized cross creates movement and direction, an open path to Christ, while the negative space creates a stylized “A” paying tribute to the previous logo. A combination of bold and book sans-serif fonts was used to work in harmony with the bold logo mark which is legible and readable at all sizes.”

“This new logo retains the traditional colours of the ARCCC brand while also helping to update ARCCC’s brand to the more minimalistic trends of today’s media culture,” remarked Pam Aleman, President of ARCCC. “The logo remains true to the Roman Catholic faith and we are excited to have it as our identifying symbol as we move forward in this new decade.”

A contest was held to find the new design for the ARCCC logo whereby submissions were accepted from all ARCCC members and a survey was then sent out to choose the best design. “We want to thank everyone that participated in this campaign by either submitting new logo designs and/or completing the survey to choose the winner,” said Pamela. “This campaign would not have been possible without your participation and we are grateful for the support.”

The Association of Roman Catholic Communicators of Canada represents faith-based women and men across Canada working in the area of church communications, including diocesan personnel, members of religious communities, those working in Church media, Catholic school boards, healthcare institutions or other church-related organizations and associations. ARCCC’s website is www.arccc.ca and its Twitter is [@ARCCC_](https://twitter.com/ARCCC_)

For additional information, please contact the President, Pamela Aleman of the Diocese of Hamilton.

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