

## Archdiocese of Seattle Unveils New Brand Identity Centered on Reflecting Christ's Radical Love

**SEATTLE, August 25, 2025** – In honor of its 175<sup>th</sup> anniversary and to plan for the next 100 years, The Archdiocese of Seattle unveiled a new brand identity rooted in Christ's Radical Love.

"Just as parishes are re-envisioning parish life through Partners in the Gospel, we too are re-envisioning how we work to share Christ's light with others," said Helen McClenahan, the archdiocese's chief communication officer, during an Aug. 20 presentation to archdiocesan employees. "One way is ensuring we show up in the world in a more consistent manner to help people better understand the ministries and programs we offer in support of our shared Catholic mission."

Working in partnership with outside consultants on research, positioning and design, the resulting brand identity reflects our timeless Catholic mission — with renewed clarity, energy and a deeper commitment to love, stewardship and collaboration.

"We wanted a mark that unifies us in Christ, embracing our history and tradition while looking forward with a modern flare," said Ellen Bollard, the Creative Studio manager for the Archdiocese of Seattle. "The red color was chosen because it's a joyful shade of red that grabs your attention and echoes our coat of arms. Red is the color of love and the Holy Spirit — setting the world on fire with Christ's radical love."

The new mark includes:

- Jesus Christ at the center in the trefoil cross, with its three-point budded ends representing the Trinity. This trefoil cross is taken from in the archdiocesan coat of arms, which will remain in use for canonical purposes.
- The circle around the cross is the Eucharist; it also represents the sun.
- The light is both an invitation to come and a call to go out into the world and make disciples.
- The stained-glass window reflects Catholic tradition.
- The cross on the mountaintop is a nod to the Pacific Northwest.



“The branding is more than just the new mark and color scheme: It’s based on a set of Catholic values that acts as a rallying cry and guides the behavior and expectations of employees so that everyone can have a more consistent experience with the Archdiocese of Seattle,” said McClenahan. “Our positioning focused on ‘Reflecting Christ’s Radical Love’ is manifested in our values, personality, behaviors and how we show up visually.”

This new archdiocesan brand mark does not replace the archdiocesan coat of arms, which will remain in use for official canonical purposes.

You can [watch the launch video here](#).

You can read more about the new archdiocesan [brand identity here](#).

### **About the Archdiocese of Seattle**

The Archdiocese of Seattle encompasses all of Western Washington, stretching from Canada to Oregon and from the Cascade Mountains to the Pacific Ocean. There are 74 Catholic schools, 174 parishes, missions and pastoral centers in the archdiocese, with more than 500 weekly Masses celebrated in eight languages. Archbishop Paul D. Etienne leads the archdiocese with his auxiliary bishops, Bishop Eusebio Elizondo and Bishop Frank Schuster. For more information about the Archdiocese of Seattle, please visit [www.archseattle.org](http://www.archseattle.org).

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