



Calling all creative minds!

The Church of Saint Paul is updating the look of our parish publications with a new “logo” and “tagline” that captures the spirit and mission of our parish. These new elements will grace our website, stationery and social media profiles, giving us a unified communication presentation. We will unite a phrase with a design or an image that together will be linked to our name, like an advertising slogan or a “brand” in the business world, or like the motto on a bishop’s coat of arms. A parish logo and visual “brand” communicates an ideal and helps identify our unique contribution and experience within the wider Catholic and Christian family of God.

Successful and memorable logos are short and succinct. Our parish patron, St. Paul, was the master of memorable one liners and it is no surprise that inspired scripture verses are often used with parish logos. “Jesus Christ is Lord!” is currently used on our stationary beneath an image of our outside statue of St. Paul. Some suggestions for a phrase to incorporate with our new logo include: “Open to the Spirit, faithful to the Church” and “As Jesus has done for us...”

Can you help us find just the right phrase that will represent our parish experience and ideals? Email your suggestions to me, submit them online at churchofsaintpaul.com, or drop them off in the office **by June 18**. Help us communicate to the world around!

Fr. Jim