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# NEWMAN CENTRE | NEW LOGO PRESENTATION



**NEWMAN  
CENTRE**

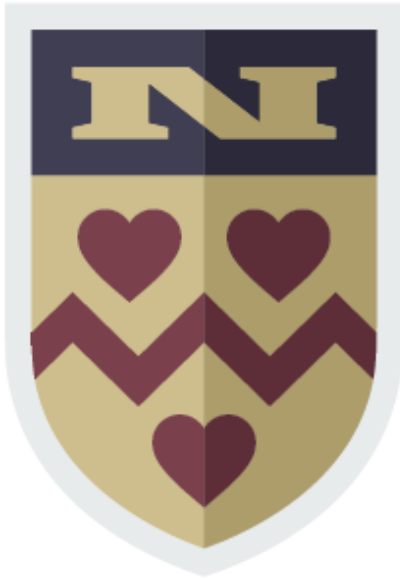
**HEART SPEAKS TO HEART**

The newly designed Newman Centre logo tells the Newman Centre story on multiple levels, from honouring Saint John Henry Newman, respecting tradition in Catholic iconography, to celebrating youth and representing Catholic life on campus, all presented through a modern and distinct brand mark.

Key elements from the Newman Coat of Arms (shield, zigzag line and 3 hearts), were respectfully borrowed and reimagined in the development of the new logo. The new logo also includes a keystone cap above the shield, containing the letter "N" to mark and identify the name Newman. The look is contemporary, but honours the original design. The design displays a rich and subtle colour palette, and also provides a clear notion of a collegiate crest - properly fitting for our position on campus and youthful audience.

The name "**Newman Centre**" and moto "**Heart Speaks To Heart**" accompany the crest, set in a classical typographical style and structure that supports and anchors the complete logo.

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## THE SHIELD

The shield has been used in heraldry dating back to early medieval Europe. The shield signifies protection, and also forms the main or focal element in a coat of arms.

## THE THREE HEARTS

The three hearts symbolize the unity of Father, Son, and Holy Spirit (Triune God).

## THE ZIGZAG LINE

In ancient Egypt, the jagged (zigzag) line is the hieroglyphic symbol for the letter "N" ("N" for Newman), and also represents water, in and of itself life-giving. The zigzag line has also been described as the symbol of life, and as the path of the souls.

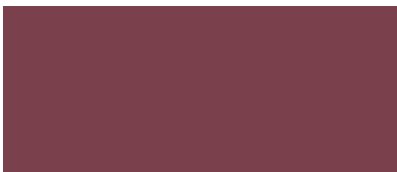
## THE LETTER "N"

The letter "N" marks and identifies the name Newman. The large "N", also known as an "Initial cap", they are capital letters that are intended to decorate the start of a body of text, as in an illuminated manuscript, such as a Bible. They are called "illuminated" because of the use of gold and silver which illuminates the text and accompanying illustrations.



## BLUE

Blue is the colour of spirituality, intuition, inspiration and inner peace, also represents both the sky and the sea. Blue also identifies with the University of Toronto – Blue being the school's colour. The colour blue has been associated with the city of Toronto for many years.



## RED

Red, symbolic of the blood of Christ, has played an important role in Christianity and Christian iconography. Cardinals wear red robes and the colour is predominant in public-worship garments and textiles. Red also symbolizes love, strength, heart, courage, and security.



## GOLD

Gold is illuminating, sacred, durable, and precious. It is almost universally associated with the sun, or the highest stage in spiritual development. The colour gold is associated with illumination, love, compassion, courage, passion, and wisdom. The golden background of the shield as referring to the glory and the mystery of the Holy Trinity. Gold was one of the Christmas gifts presented to Jesus Christ at his birth. Gold is a symbol of Christ's kingship on Earth.