

ABOUT THE LOGO

THE ARCHWAY

The archway represents an open door to those that need to be healed and brought into relationship with Jesus Christ. The archway as a door works two ways; to those entering in to seek Jesus and as an invitation for those in the Church to go and evangelize. The archway is also the central shape of the logo for the Archdiocese of Denver.

THE TWO ROSES

The roses represent Our Lady of Guadalupe's miraculous apparition to Juan Diego, who took the flowers to Bishop Juan de Zumárraga as proof of his vision. When Juan Diego opened his cloak, the tilma, the roses spilled out and the image of Our Lady appeared on the cloth. Their intersecting stems represent both the historical integration of the Spanish and Aztec cultures and the modern-day unity of the Church guided by Our Lady, Patroness of All America. The unique roses pictured here are adapted from Centro San Juan Diego's original logo and carry on the tradition and mission of the ministry.

THE TWELVE STARS

Taken from the book of Revelations and derived from the stars on Our Lady's mantle, 12 stars surround the crucifix and rays. They symbolize the Twelve patriarchs of the tribes of Israel (the original people of God), the twelve apostles (the renewed people of God), and finally each star symbolizes a special prerogative or privilege of Our Lady.

THE SINGLE FLOWER

This four-petaled jasmine flower appears on Our Lady's tunic, directly over her womb. It represents the Aztec's highest deity, Omēteōtl. While the Aztecs believed this god to be distant and unreachable, the image of Our Lady shows that the one true God chose to be born of a woman, making himself accessible to all.

THE CRUCIFIX

Calling to mind Christ's suffering but ultimate triumph over death, his victory should fill us with joy and motivate our efforts in this life. The crucifix's central position also demonstrates Our Lady's main message to Juan Diego and the world: the coming of the true God, Jesus. The crucifix of St. John Paul II's crosier is used as a reminder of his visit over 25 years ago that lit a spark here in Colorado.

THE MOUNTAINS

The Rocky Mountains represent the rural and mountain communities we serve outside the metro areas and are one of the most iconic features of our state, recognized around the world. They also represent Tepeyac hill, the place where Our Lady appeared to Juan Diego. The indigenous people considered hills the highest points of encounter between God and people, making the altitude a significant factor in the Aztec's conversion to Christianity.

THE RAYS OF LIGHT

Drawn from the image of Our Lady, the rays of light beam from Christ who shines light on our mission in northern Colorado. The light also represents Our Lady's announcement of the true God, greater and more powerful than the strongest deity of the Aztec people, the sun god Huitzilopochtli.

THE FONT

The modern and bold font serves as a clear, eye-catching reminder that as Catholics we are to be bold as we share the Good News. We are called to live bold, counter-cultural, and authentic lives centered in Christ.



ARCHDIOCESE OF DENVER
**CENTRO SAN
JUAN DIEGO**