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MEMORANDUM

To: Secretaries of Official Boards, Church Boards and Church Councils

cc: Secretaries of Presbyteries
Conference Executive Secretaries

From: Nora Sanders, General Secretary, General Council

Re: New United Church crest

Date: October 24, 2012

Greetings,

I am writing to share the exciting news that The United Church of Canada has a new crest.

In August, 2012, the 41st General Council accepted a report recommending changes to the United Church crest and directed me to proceed with implementation of these changes.

The changes are to the colour and wording on the crest:

Colour: The new crest reflects the four colours of the Indigenous medicine wheel: yellow, black, red and white. These colours are in acknowledgement that the United Church was founded and continues to exist on Indigenous land.

Wording: The Mohawk phrase “Akwe Nia’Tetewá:neren”, meaning “All my relations”, has been added to the Latin words *ut omnes unum sint* (*That all may be one.*” John 17:21) on the crest. Canada’s Aboriginal peoples’ understanding of this phrase “All my relations” encompasses Christ’s vision.

The new crest may be viewed on the General Council website at:
<https://www.qc41.ca/news/historic-moment-revisits-basis-union-and-crest>

We will transition gradually to using our new crest.

Congregations and ministry personnel may continue to use their existing supply of printed or other materials that include the existing crest. When this supply has been exhausted, it should be replaced with materials containing the new crest.

Church signs depicting the crest should be updated as the congregation is able to make the change. It is not necessary to make changes to cornerstones, stained glass windows, plaques or other places where the crest has been used for historic, artistic or memorial purposes.

*The Mission and Service Fund — supporting United Church work in Canada and around the world
Le fonds “Mission et Service” soutient le travail de l’Église Unie au Canada et à travers le monde*

The crest may only be used with legal permission from this office, and following certain technical guidelines. This helps to ensure consistency and artistic integrity in the use of the crest. With this memorandum, I am giving general legal permission for the new crest to be used on:

- stationery for congregations
- orders of service and other congregational resource materials
- business cards of ministry personnel
- websites of congregations
- signage for congregations

For all other uses of the crest, please contact Alison Jordan: ajordan@united-church.ca.

The Crest and technical guidelines are available from Chris Dumas, General Council office: cdumas@united-church.ca.