

ARGUMENT



THE SYMBOL

Modern and refined, the logo of the Fondation du Grand Séminaire de Montréal symbolizes growth, strength and durability.

The iconography references both a leaf and a tree half-finished, representing the ongoing work that the Fondation must achieve in its mission to support and grow the vocation of the Grand Séminaire de l'Archidiocèse de Montréal, of which it is the principal funder. The symbolism of leaf and tree also alludes to natural elements renewing themselves throughout generations to come.

The font is slightly condensed and follows the contour of the icon, interpreting the Fondation's dynamic role and expressing its commitment to remaining firmly rooted in the present while staying focused on the future.

Taken as a whole, it symbolizes simplicity, serenity and integrity.

THE COLOURS

The transition from purple to blue illustrates the link between the Fondation and the Grand Séminaire de l'Archidiocèse de Montréal. Here, the blue dominates, reflecting the frequent association between this colour and trust, hence its appearance in financial and corporate contexts to convey solidarity and generosity.

ARGUMENT



THE SYMBOL

The iconography of the logo of the Grand Séminaire de l'Archidiocèse de Montréal is inspired by the bell tower of Saint-Arsène church, the parish where this great institution is located in Rosemont-La Petite-Patrie. It symbolizes a church, a place dedicated to religion, prayer, a community gathering and service in society. The icon bears witness to a journey, a spiritual path leading to and centred on Jesus Christ.

The choice of a half-finished church is to represent the training yet to be completed by future priests and permanent deacons, as well as by all those who take part in training programs open to the general public. The three levels of the icon also refer to the three levels of training for future priests, the final one being to serve the Church.

It can also be seen as a nod to "one of the most significant episodes in the history of Montreal, the planting of a cross on Mount Royal by de Maisonneuve. De Maisonneuve made "a pilgrimage to Mount Royal to thank God for having spared the new colony of Ville-Marie from being flooded on account of an ice jam on the Saint-Pierre River in the winter of 1642. De Maisonneuve had promised Heaven he would plant a cross if the disaster were averted. His prayer was granted, and de Maisonneuve climbed the mountain on January 6, 1643, to honour his promise. (Source: [Maisonueve erects a cross on the mountain | The official website of Mount Royal \(montreal.qc.ca\)](http://montreal.qc.ca)).

THE COLOURS

The choice of the transition from blue to mauve translates the idea of movement and brightness. Purple dominates since this color is often associated with spirituality, religion, conversion and penitence. The effect of movement in the icon alludes to the momentum of growing in spirituality.

The font, slightly condensed, conforms to the elongated gesture of the icon. Contemporary and clean, it symbolizes renewal and the intention of the Grand Séminaire de l'Archidiocèse de Montréal to maintain itself up to date while also showing its openness to the world.