



December 2nd, 2011

St. Gabriel Catholic Radio 1580AM is pleased to announce our new visual brand identity to celebrate our landmark move from 1580AM to our new, permanent home on AM 820.

We invite you to please join us for the official changeover which will occur at the conclusion of the Local Spotlight Show at 5 p.m. on December 20th, 2011.

As with anything new and exciting, it has been hard for us to wait to give you all the details!

So we will 'soft launch' AM 820 on Saturday, December 17 just in time for our vigil masses that will proclaim of the Gospel of Luke 1:26-38:

In the sixth month the angel Gabriel was sent by God to a town in Galilee called Nazareth, to a virgin betrothed to a man named Joseph, of the House of David; and the virgin's name was Mary. He went in and said to her, 'Rejoice, you who enjoy God's favour. The Lord be with you.'

And now we share with you ... our beautiful journey to a new visual brand identity as we move into a new era of Catholic Radio in Ohio.

We approached the logo development with prayer, action and sharing to create a professional and somewhat abstract logo on par with national brands and secular radio stations -- to foster wide appeal -- as all are welcome here!

As always, our focus was keenly Catholic, and as Catholic means 'universal', we invite new listeners of all faiths -- or no faith background -- to join us as we continue to air our high quality national and local programming designed to help each of us 'turn up our faith.'

The deeply creative and spiritual exploration of a new visual to represent AM 820 focused on evoking positive feelings, a sense of openness, courage and a spirit of evangelization. So we now share our new logo with you ...

ST. GABRIEL
CATHOLIC RADIO
AM 820



With this new logo, we hope that you get a sense that it is contemporary, inviting, simple, clean, timeless and will stand out from other radio brands.

Each person seems to receive a different 'message' when they see our new logo ... and it is our greatest hope that it leads people to contemplate, to listen, to grow closer to Christ and to take action by setting the world on fire with their faith.

A few reflections about our new logo from those who had a brief preview

The wing ... reminds some of the wing of St. Gabriel -- our patron saint -- and saint of communication.

A water drop ... reminds others of the Sacrament of Baptism

A feel of a flame ... reminds others of the Sacrament of Confirmation with a tongue of fire

A fish outline ... may evoke the image of fishers of men of which we are all called

The 3 strokes ... signify to some the Father, Son and Holy Spirit

The color blue ... reminds us of the Blessed Mother Mary and her Immaculate Heart

A feeling of movement ... to remind us of the Holy Spirit, unseen, that flows out of the love of God the Father for the Son

A movement upward ... for some, the flow of the logo is symbolic of the Ascension

Thank you, may God bless you and welcome to the new home of St. Gabriel Catholic Radio AM 820.