



**THE
TABERNACLE
CHOIR** AT TEMPLE
SQUARE

Press Release

The Tabernacle Choir at Temple Square Unveils New Logo Signaling Strategic Direction into Digital Media

SALT LAKE CITY — The Tabernacle Choir at Temple Square has a new look and modern direction making it even more relevant to listeners throughout the world. The new logo is part of a strategic plan that started when the Choir changed its name in 2018. Since then, the Choir has undergone a year-long comprehensive review to determine how it could better support the work of its sponsor, The Church of Jesus Christ of Latter-day Saints, as well as increase the Choir's relevance and ability to evolve in a changing media environment.

The announcement was made today during a virtual news conference that included Ron Jarrett, president of the Choir, and Choir music director Mack Wilberg participating from their respective homes. Jarrett unveiled the new visual identity, which uses simplified organ pipes in a fresh, modern way. The logo was created for a digital environment and was designed to be animated leveraging the video aspects of current technology. The animated logo was also unveiled at the news conference. This digital-first mindset allows the Choir to adapt to current and future social media platforms where increasing numbers of its viewers now consume its content.

Jarrett said, “The new logo honors the visual heritage of the Choir and Orchestra using contemporary organ pipes. The curve of the organ pipes recalls the domed roof of the Tabernacle and the strong vertical thrust of the pipes points us toward God. We love how this new look visually represents the work of the Choir and Orchestra to bring people closer to the divine through music.”

Wilberg said he particularly likes the rising and falling motion of the overall shape of the pipes in the logo because it alludes to the rhythm of music while still resting on a clear and firm foundation; a foundation that was built by countless volunteers and talented musicians over the Choir's century-and-a-half history.

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At the same time Wilberg said, “I think it is important to note that the simplified logo is designed to allow people to add their own meaning to it. We want those who listen to our music to feel hope, comfort, joy, and peace.”

Consistent with the new strategy, the Choir’s updated visual identity is being rolled out digitally first, with changes to the Choir’s website and social media channels taking place shortly. Changes to the Choir’s weekly broadcast of *Music & the Spoken Word* will take place when the Choir and Orchestra begin live broadcasts again following the end of the COVID-19 restrictions.

The first Choir product to use the new logo will be the Choir’s latest CD, which will be released in May. Details will be available about this new recording beginning next week.

Downloadable files of the new logo, photos and other information regarding the Choir’s visual identity can be found at <https://www.thetabernaclechoir.org/>

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