

The new look of Caritas Australia



Caritas Australia's new identity system has been created to signify a feeling of solidarity and hope. The new logo reflects the international aspect of Caritas Australia's work by adopting the international Caritas symbol as its centrepiece.

The Caritas symbol is that of the flaming Cross, which symbolises Christ's burning love for his people.

This exciting new look reflects our ongoing efforts to remain creative, cost effective and to consolidate our communications.



The circle represents the global focus of Project Compassion. Within the circle are two hands, one reaching for help and the other one offering it. Even more than that, it's people connecting. This embodies the heart of Project Compassion and reinforces the human focus.

