

## **Artist statement about the triennial gathering logo/emblem 2026 Triennial gathering**

### **Theme: I am worthy**

*by Elizabeth McBride*

At the 2023 triennial gathering in Phoenix, Arizona, the theme of “Just love” was our call as Women of the ELCA to focus on justice, mercy and love. Those themes remain just as vital as we live out our faith today. The theme, “I am worthy,” acknowledges the importance of our work toward bringing justice, mercy and love to others and also calls us, women and girls in the church, society, and world, to remember that we too are worthy of justice, mercy, and love.

Des Moines, Iowa, the location of our next gathering, is painted with murals—sides of buildings feature large-scale paintings that reflect the scenery and its community, celebrating its connection to agriculture, its urban vibe, and historical structures. In the Spring and Summer, this city is alive with colors of bright green hills and deep blue hues of the large river that runs past the downtown area, creating contrast against the backdrop of a piercing blue sky.

### **color palette**

The color purple-magenta symbolizes the Prairie Rose, Iowa’s state flower, which represents beauty and resilience. The shade of gold is the deepest shade of yellow found in one of Des Moines’ central murals that features the top of the capital building and also connects to Iowa being the largest producer of corn.

### **image**

Although shattered and imperfect, the heart image extends beyond the frame that encases it, while the crosses both support and undergird the heart.

The gold cross emerges from the broken pieces of the heart, sitting just beyond the heart that has been shattered yet repaired more beautifully, reminding us of what is possible when we have overcome adversity with love.

As women and followers of Christ, we experience brokenness, but when we focus on Christ’s love for us and when we extend that love to others, we can repair—like the Japanese process of kintsugi, which is the action of repairing broken peices of pottery with gold, allowing us to move beyond the brokenness, focusing on becoming a new creation, emerging better than before.

Elizabeth McBride, director for communications and intergenerational programs, Women of the ELCA designed this logo. McBride has been designing graphics for Women of the ELCA for over 20 years. The last triennial logo she created was awarded by the 2020 Religion Communicators Council at their convention.

## color palette

### colors of logo:

Magenta-purple:  
Pantone 2385 C  
CMYK: 13, 100, 0, 0  
HEX#: D20F8C



Gold  
Pantone: Yellow 012C  
CMYK: 0, 16, 100, 0  
HEX#: FED700



White: 0%  
CYMK: 0, 0, 0, 0  
HEX#: FFFFFFFF



### additional colors

Green:  
Pantone: Pantone 355 C  
CMYK: 85, 13, 100, 2  
HEX#: 009A3D



Blue:  
Pantone: Pantone 7461 C  
CMYK: 100, 34, 0, 27  
HEX#: 0067A0





july 16-19, 2026 ✝ des moines, iowa



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