The coat of arms of Bishop Rose consists of a divided shield bearing his personal crest with those of the Diocese of Grand Rapids, the whole surrounded by symbols of his rank as Bishop.

To the left is seen the cross of faith, a variation of the ancient “cross moline.” The ends of the tree and the crossbeam are drawn into anchor flukes, symbolizing the firm foundation of the faith in peninsula which has been called the “Water Wonderland.” The rippled background represents the rapids of the Grand River, where in 1833 Father Frederic Baraga established the first permanent mission in this region.

The crest of Bishop Robert John Rose, on the right side, contains a single emblem, the heraldic rose, reflecting the Bishop’s family name, an abbreviated form of the French “La Rose.” The rose is also symbolic of the Mystical Rose, one of the litany descriptions of the Blessed Virgin Mary. The rose here is also used as a symbol of joy and of love. The emphasis on the symbolism of love has been chosen since Bishop Rose was the Pastor of Sacred Heart Parish, Muskegon Heights, Michigan, and the Sacred Heart of Jesus is the very embodiment of the love of the Lord.

This particular heraldic rose has the adornment of five leaves in the form of French lilies. The small cross at the center of the rose, surrounded by tiny thorns, is the symbol of both the passion and the triumph of the Lord Jesus. The background of the shield, when in color, is silver to recall the waters of the Great Lakes and especially the Grand River area where Bishop Rose spent most of his early life.

Other insignia decorate the shield – the hat with its twelve tassels and the processional cross, both designating the rank of a diocesan bishop.

At the bottom of the shield is the unfurled scroll bearing Bishop Rose’s motto, “In The Name Of The Lord!” This scriptural phrase was chosen by Bishop Rose because of its significance to him since the earliest days of his decision to serve the Church.