

Community Dialogue and Survey
Strategic Planning: Tagline and Logo Update
From the Communication Office

We have been engaged in a strategic planning process for 10 months. Its purpose has been two-fold:

1. To explore and create new tools for a fresh engagement of our relationships, particularly through our website and social media.
2. To create a value proposition, tagline, and logo.

Sprucing up the front door

Our website is a virtual front door for those who visit us online. For many people who visit the website, it is their first—and perhaps only—impression. During this process, we've learned from virtual guests that our front door isn't as welcoming as it could be.

Three key elements anchor the design and the focus of any website: a value proposition, tagline, and logo. You may remember the Communications Planning Task Force has helped us to work on these.

The **value proposition** has been approved by leadership:

We are Catholic sisters in the Dominican tradition, passionate in preaching the Gospel of Jesus through prayer, study, common life, and service. In collaboration with others, we nurture mutual relationships with all God's creation by living sustainably, accompanying those on the margins, and working towards systems that promote life.

Please note that this value proposition does not replace or diminish the importance of the Mission Statement or the Chapter Statement, but serves as an introduction to the congregation with common language easily understood by the laity.

Now, the tagline.

We invited the community's feedback about possible taglines. We heard from 52 of you.

50% of you favored "*We compassionately preach the Gospel of Jesus Christ.*"
25% favored "*To praise, to bless, to preach*"
25% favored "*Be joy. Share hope. Live truth.*"

The first tagline, then, would seem to be the clear choice. While it is very clearly the crux of our community mission statement and is meaningful for us, we've found that it does not have the same energy or resonance for the people we want to welcome in the "front door" of our website: potential sisters, associates, and benefactors.

Taglines are meant to be concise, memorable, and meaningful both to us and to our key audiences. From a communications standpoint, the phrase from our mission statement seems wordy and inner-focused (using "we") for a tagline. We attempted to reframe the quote from our mission statement in two brief parallel phrases: "Compassionate living, Gospel preaching." Then we asked the opinions of 45 women ages 20-35. This group was ethnically diverse, including graduates of our high schools and women in communication with our Vocations Office. They focused particularly on two options: "*Compassionate living, Gospel preaching*" and "*Be joy. Share hope. Live truth.*"

41 women responded:

- 6 preferred "Compassionate living, Gospel preaching."
- 35 preferred "Be joy. Share hope. Live truth."

The tagline "*Be joy. Share hope. Live truth.*" is also favored by the Advancement Office, supporting efforts to attract younger donors and to offer a fresh perspective on our mission to long-standing donors. As a tool to talk with potential donors, each phrase invites a focus on a different aspect of our life together, our mission, and our Dominican charism.

Given these insights, we would like to use “*Be joy. Share hope. Live truth.*” for our website, in brochures and print materials, and in advertising. In the survey that follows, we hope that you can indicate your support for this tagline. We encourage you to think about how you can use it, too. We know that many of our friends perceive us as joyful women. Don’t we often find that people come to us when they need a hopeful perspective? And are we not, as individuals and through our common witness, always seeking alignment with the truth of the Gospel so that “centering our lives in Jesus, the Word Made Flesh, we walk into the mystery unfolding before us”?

The tagline is distinct from our mission statement (which will still be used). We believe the tagline expresses the way our friends already perceive us, explains our mission statement, and can create new energy for our communications efforts.

Next step: On to the logo

That is our hope for the new logo, too! New energy, new life, and a new conversation!



Our present logo includes our title in English. We recognize that this is not sensitive to our sisters in Peru or inviting to the growing Latina population in the Catholic Church in the United States. As such, it does not honor our deep desire to be inclusive and welcoming.

In addition, we use different logos for the Mission Advancement office and Associate program. Finally, there are many variations of our logo in use in our own communications. A singular recognizable logo that offers immediate identity connection is the primary purpose of a logo.

So, how do we create a logo that is inclusive of all of us, communicates our congregational identity, invites new energy and life, and helps us launch a new website aimed at inviting and welcoming potential new members, associates, and partners in ministry? In the communications department, this is the way we frame the conversations on transformation in religious life today.

Peter Block, in an article sent to us last fall, reflected on the work of transformation today:

All transformation is a shift in conversation. The challenge is to find a new way of speaking and thinking about what is happening in religious life right now. The language that has no transformative power is that of problem-solving... This language is practical and needs to occur, but it is not transformative. It is not deep enough, personal enough, imaginative enough.

We can easily solve “the problem” of our current logo by simply moving the words “Dominican Sisters of Springfield, Illinois” from around the circle to beside or beneath the circle. The sisters in Peru could replace them with the words they use: “*Hermanas Dominicas del Sagrado Corazon.*” Problem solved.

However, wanting the new logo to signify the transformation that we’ve undergone in our congregation over many years, is it time to shift the conversation, as Peter Block says, and choose language—and symbols—that engage both us and the people we invite to join us?

Deepening the Conversation

Please dialogue in your local communities about the taglines and logo designs presented below. **Which of these hold the transformative, imaginative power that we desire? Which speak to you of who we are today?** Then respond individually to the survey. Please use this link to the electronic survey if you are able; otherwise use this paper version and return it to Sister Beth Murphy by March 15.

Tagline/Logo survey: <https://goo.gl/forms/XmaEkL60g3nZ9bqA3>

Please respond by March 15.

Tagline

Given the information presented above, please mark your 1st, 2nd and 3rd preference:

_____ *Be joy. Share hope. Live truth.*

_____ *Compassionate living, Gospel preaching*

_____ *To praise, to bless, to preach*

Logo Concepts

#1 and #2: The cross is reminiscent of a cross on the keystone of the convent in Prouille.

#3: The circle and the seedling evoke our relationship with creation.

#4 and #5: The star evokes St. Dominic and the cosmos.

#6: Our current shield, minus the circle and the congregation name.

#7 and #8: Integrate a numerical pattern present in the universe called the Fibonacci sequence.

#7: "The firstborn of all creation." (Col. 1:15) A cross, inscribed in the connections made from the center outward.

#8: Incorporates a traditional Dominican cross with an allusion to Springfield made by the blue elements flowing from the center.

#9: The traditional Dominican cross with blue water elements, standing alone.

#10: Fibonacci sequence, shield in circle form, Dominican cross without blue elements.

#11: Traditional Dominican shield with blue elements.

#12: A hand drawn shield provides a contemporary take on the tradition.

Thoughts to keep in mind:

- The logo should be simple, memorable, and distinct to us (not in use by another Dominican congregation and/or any other organization).
- The logo concepts presented here are not final versions. Digitized, scalable copies of the chosen logo will be created.
- The logo may be used in color or grayscale (for black and white publications). Colors may be adapted and/or may not reproduce equally on all printers.

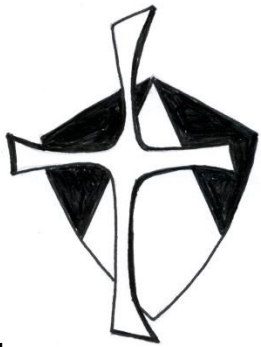
Referring to the logo concepts on the back of this sheet, please indicate the numbers of your 1st, 2nd and 3rd choice:

1st choice: _____

2nd choice: _____

3rd choice: _____

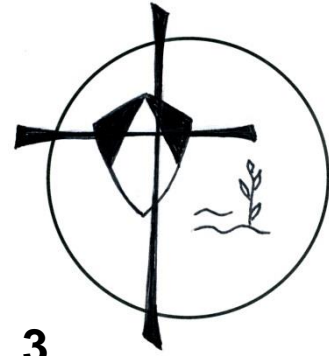
Do you have further thoughts or additional suggestions? Share those here.



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2



3



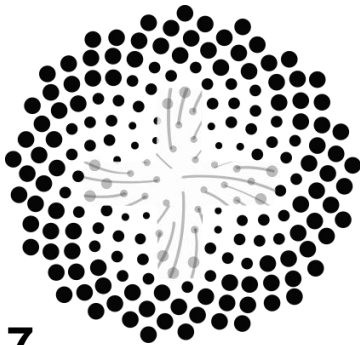
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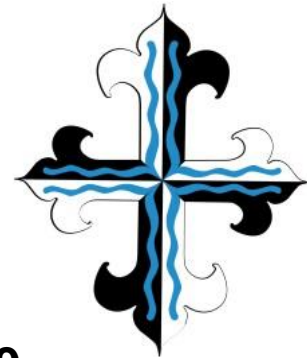
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