

# Identity Essentials

## BRAND POSITION

The Brand Position statement clearly, consistently, and emotionally articulates what the new high school is, who it serves, and why it's different and better than the competition. We began by conducting qualitative and quantitative research with current, competitive, and prospective parents and students as well as alumnae, faculty and staff, Catholic grade school principals, and current school principals and assistant principals. We also performed a comprehensive competitive analysis.

Mercy McAuley is where young women gain a broader worldview as part of a community, not part of the crowd. Within this sisterhood, we guide each student to grow in confidence and purpose through a customized plan for personal growth. Mercy education is a diverse range of formative experiences, innovative programs, experiential education and off-campus service learning opportunities. Women of Mercy think and learn beyond their comfort zone and are equipped to bring compassionate change to the world.

## KEY WORDS

We used the Brand Position as the basis for developing the visual brand and defined key words to guide the process.

Broader worldview = **OPENNESS**

Not part of the crowd / customized plan for personal growth = **UNIQUE**

Diverse range of formative experiences, innovative programs, experiential education, off-campus service learning opportunities = **ACCELERATED GROWTH**

Women of Mercy think and learn beyond their comfort zone and are equipped to bring compassionate change to the world = **COMPASSIONATE**

## TAGLINE

**Opening Hearts. Opening Minds.  
Opening Doors.™**

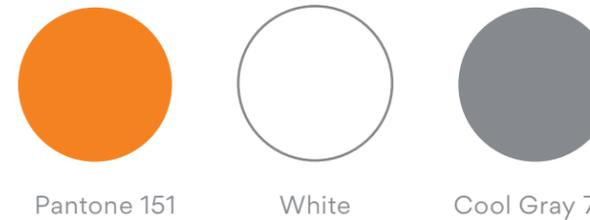
## SCHOOL LOGO



## MEANING & SYMBOLISM

The Mercy Charism leads young women to engage in a continual rhythm of contemplation and action. In the logo, inward facing arrows representing contemplation and outward facing arrows representing action meet at a center point. That center, combined with the four cardinal directions suggest the five values of the Charism as well as the idea of instilling a moral compass, which is further reinforced by the circular container shape. The negative space inside creates a Holy Cross.

## COLOR



Pantone 151

White

Cool Gray 7

## ORANGE

Orange is joyful, vibrant and confident. It radiates warmth, positivity and optimism.

## GRAY

Gray is balanced, calm and reliable. It creates a stable canvas for the brighter, more energetic orange.

## ORANGE + GRAY

Symbolizes the contemplation and action of the Mercy Charism.

**Gray = contemplation**

**Orange = action**

**Orange is confident, innovative and strategic.  
Its bold energy stands out from the crowd.**

## ATHLETIC MASCOT



**MERCY McAULEY  
WOLVES**

Wolves are fierce, strong, loyal, and intelligent. They are pack animals, devoted to the good of the group. Wolves rise to challenges, solve problems, and win as a team.

## IDENTITY IN ACTION (PRELIMINARY)

