

Annexe 5

RENEWAL OF THE CORPORATE IMAGE



Adoratrices

Esclavas del Santísimo Sacramento y de la Caridad

**ADORERS'
GENERAL
PLAN OF
COMMUNICATION**

Renewal of the corporate image

The objective is to achieve a new institutional image that identifies with the current image of the Congregation but that is capable of expressing the presence of the Congregation and that also speaks of the future.

The objective is not and should not be to change for the sake of change. Quite the contrary. The change must be based on a previous reflection and must have a clear objective; to reach more people and to transmit what we are and what we do.

Furthermore, the aim is to unify the image of the different projects of the congregation and the provinces and delegations..

Process.

For this renewal of image, it is necessary to do previous work to know where we want to go. For this, in an institution as lively and plural as this one, it would be necessary to know the opinion of several people (sisters, laypeople, professionals of our projects, priests who know our charism, etc.). To this end, a questionnaire will be drawn up to find out some essential ideas to begin the work..

The aim of this first questionnaire will be:

- What we want to transmit.
- Strong ideas that should be reflected.
- Essential elements that should appear.
- Possible colour range.

It is necessary to set up a consultation team that, using a simple form, can be involved in this change. The results of the consultation will serve to establish general guidelines. It is not a question of reflecting all the responses, but of finding common ground. This point is the start of a road that will be long but needs to be born with strong foundations.

Possible questionnaire:

- Of the current image, what do you like the most?
- What do you like least about the current image?
- How would you define in one short sentence the identity of the Adorers?
- When you close your eyes, what is the first image that comes to your mind when you think of the Adorers?
- Is there any element that you think is essential for the new image?
- What colour or colours do you associate with the congregation?

Final Decision:

- With the results of the consultation a document will be made summarising the essential aspects that the new image should have.
- With this document, we can start to make three designs for the new image that we will make available to the congregation for definition.
- From the three images, it will be possible to decide which one to work on to refine the final brand.
- For the final process it will be necessary that a work team can accompany this stage to present to the General Government the proposal already refined for its approval.

Incorporation of the brand:

To this end, a corporate manual will be produced in different languages to provide instructions for use in each particular case.

The final objective is to ensure that all projects have the image of the congregation as a reference and avoid what is happening now.

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Adoratrici

Esclavas del Santísimo Sacramento y de la Caridad

Vía Alessandro Torlonia, nº 6 00161 ROMA
secretaria.g@adoratrici.com (+39) 0644 23 7028