

Create a COHESIVE IDENTITY



THE CHALLENGE

Set in the scenic foothills of Maine's Appalachian Mountains, the story of Parish of the Holy Savior should sound familiar to many American parishes. Booming ethnic immigrant parishes, declining industry and declining population, closures, mergers, and fading identity. Frequent pastor turnover lent little opportunity to form a renewed, cohesive identity out of the disparate churches.

Father Nathan March became the pastor in August of 2016. The previous pastor had stabilized the parish financially and made necessary improvements to the physical infrastructure. "I was moving into a situation that was ready for pastoral initiatives," Fr. Nathan shares.

THE SOLUTION

Essential to this initiative was a unified vision and a unified expression. "There are so many different means of communication and reaching out to people," Fr. Nathan says. "The population becomes desensitized to all the information. You need to find ways of getting people's attention and convincing them that what you're trying to communicate is worth their time and effort. As we're trying as a church to communicate, I don't think we're helping ourselves by having very visually different images."

Parish of the Holy Savior had been a longtime LPi bulletin customer and WeShare is the approved online giving platform for the diocese of Portland, ME. Fr. Nathan came across the Complete Parish Rebranding Package and immediately recognized something valuable.

"It was exciting to discover that LPi understood what I was trying to accomplish in terms of creating an integrated and cohesive approach to parish communication and interaction," Fr. Nathan says.

Fr. Nathan was connected to LPi's Marketing & Communications department, with which he worked closely to communicate his vision. He shares, "In terms of evangelization, I wanted the branding to convey instantly our affiliation with Jesus. I also wanted it to say something about who we are as a unique community of disciples in Maine.



“It was very appealing to me that the website, bulletin, parish stationary, online giving would all convey ‘Holy Savior’ and instantly be recognizable as belonging to a whole.”

— Fr. Nathan



I saw an opportunity to shift the focus from buildings to people.” The marketing team quickly created a tagline: *Following Jesus in the Foothills*.

“It was brilliant,” Fr. Nathan shares. “It captured exactly the sentiment I was looking for. I saw immediately how effective the tagline could be in my effort to align the parish to a new vision.” Next LPi provided the logo and style guide. The logo and branding style guide followed. Parish of the Holy Savior had everything it needed to execute its brand.

THE IMPLEMENTATION

The story of the branding process doesn’t end with the receipt of new materials. It takes commitment from the parish to integrate the concept and visual look across communication platforms. For many parishes, the branding story really begins with the implementation.

Parish of the Holy Savior ordered letterhead and business cards with the logo, typefaces, and colors of the brand. No one had utilized social media at the parish before, so Fr. Nathan began communicating through Facebook and Twitter to reach more parishioners.

Fr. Nathan had begun revitalizing the parish bulletin by featuring photos of parish events, but now the bulletin received a complete cover redesign and a new focus for its content. Fr. Nathan shares, “It’s this shift from using the bulletin primarily as a means of information sharing to means of intentional formation [and] evangelization.” He began planning weekly reflections from both himself and parishioners centered on the parish tagline.

Following Jesus in the Foothills became a rallying point for the parish. “I’ve been using that in basically everyone one of my homilies ever since!” Fr. Nathan shares. “Who we are as a community is about following Jesus in the foothills. [The brand] isn’t just a visually pleasing image, but it became this vehicle of change for us.”





THE RESULTS

People are talking. Parishioners are noticing the difference at Parish of the Holy Savior. Parishioner Cheryl Cox shares, "I believe our logo change goes a long way to unifying our parish spiritually. It's nice to finally see a logo that emphasizes what we are about, rather than the buildings, which I always thought just pointed out where we had been, not where we are going."

Elaine McKenna serves as Parish of the Holy Savior's Business Manager and edits the bulletin each week. "Our new bulletin design is beautiful!" she shares. "I have heard many positive remarks about the bulletin from the parishioners. We are definitely following Jesus in the foothills!"

Parishioners are picking up the bulletin, bringing it home, and delivering stacks to local nursing homes. "Everything is connected in a way it hasn't been before and people seem to be responding to that," Fr. Nathan says. "Bulletin as a means of intentional formation means people are suddenly interested in it."

The parishioner reflection space has been popular as well. "People are randomly sending me things,

their own reflections. I'm really excited to see where it could go in a couple years from now!" Fr. Nathan shares.

The new brand has become integrated into all corners of parish life. Parish of the Holy Savior has created T-shirts, mugs, and pens featuring the new logo. The impact has far-reaching potential, beyond the walls of the parish. "Evangelization is sharing your faith with other people. What do we do to equip people? Once you have that logo and that brand, you're actually empowering people to share their parish with others. Pretty soon we'll have cars driving around town with bumper stickers!"

*For more information
on Parish Branding & Design visit:*

www.4lpi.com/church-brand-design/