

CAPUCHIN

F R A N C I S C A N S

PROVINCE OF ST. CONRAD
COMMUNICATIONS UPDATE 2016-2017

1. New Logo

In 2013, the province spent a great deal of time and effort in designing a province logo. The logo was met with poor reviews, especially by some of the friars and benefactors. In addition to the negative feedback of the imagery, was the additional problem that it was not a “logo” strictly speaking. It was a rather complex image with adjoining text. The search for a new logo continued on-again, off-again for the next three years.

In April 2016, the province contracted with Spire Digital to assist us in coming up with a new logo. The process of drawing initial concepts and designs to reaching a finalized version lasted through September of this year. We are very happy with the finished product. We have presented it to several friars and benefactors for an initial response and received very positive feedback. We will begin using the logo in all of our digital and print media. On the following pages, you will see A.) the logo in its horizontal and vertical designs, against the suggested brown background and on a white background with the brown front; B.) The inspiration that went behind the logo’s design in the words of Spire Digital’s graphic artist; C.) Possible uses for the logo in print and digital media.

In addition, Spire provided a suggested color scheme which we have tweaked to our satisfaction and will be implementing in much of our media. That color scheme is presented below:



HORIZONTAL ALIGNMENT - WHITE ON BROWN BACKGROUND



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VERTICAL ALIGNMENT - WHITE ON BROWN BACKGROUND



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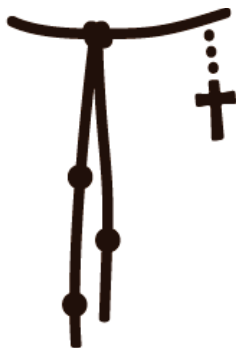
HORIZONTAL ALIGNMENT - BROWN ON WHITE BACKGROUND



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THE HABIT

“A religious habit is a distinctive set of garments worn by members of a religious order.”

Originally adopted by St. Francis, the “habit” is one of the key symbols of the brotherhood. The “habit,” made of a rope fastened around the waist, a brown robe with elongated hood and sandals are representative of the of clothes worn by the poor in the time of St. Francis.

The rope worn as a belt around the waist symbolizes being bound to Christ. It is tied with three characteristic Franciscan knots and a rosary worn on the right. These knots signify the vows of **poverty, chastity** and **obedience** which are taken upon becoming a member of the brotherhood.



2. Updated Website

The province website has gone through several facelifts and redesigns in the past 12 years. Throughout that entire time, however, the site was a fixed, computer-based site. By fixed, I mean that the page and image dimensions were of a fixed width and height. This worked well when everyone accessed the web through traditional square, tube monitors. Times have changed! The wide screen has replaced the square screen and current statistics show that the majority of people now access the web via smartphones and tablets, which have a much more vertical dimension. As a result, fixed websites do not work anymore. Further, the previous versions of the site were computer based. This means that one person needed to go to the computer where the website files were stored, update the site from that computer and then upload the changes to the web.

The new version of the province website, which is now live, is a Wordpress website. Wordpress has become the preferred platform and industry standard for most companies and organizations. The advantages of Wordpress are several. First, it is a fluid design,



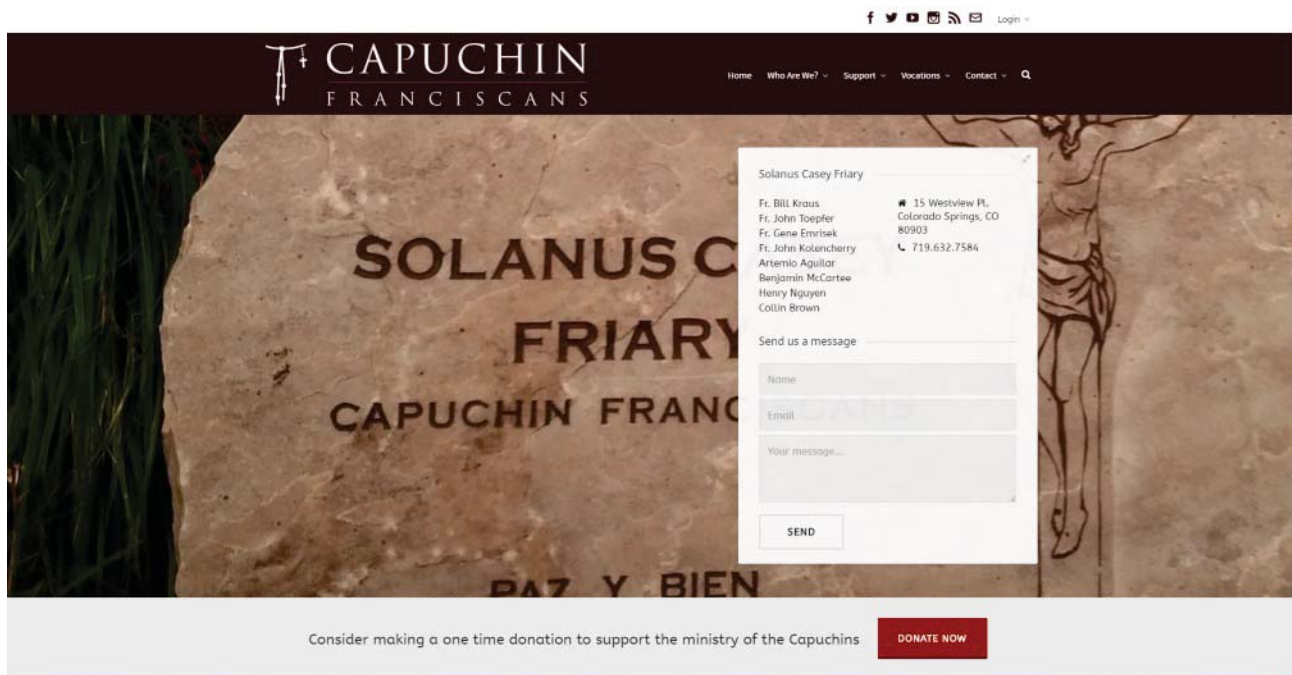


is a fluid design, meaning that it automatically adjusts itself to the device being used, whether it is a cell phone or a traditional monitor. Second, Wordpress allows the website to live online. Such a web-based website can be updated in real time from any computer by anyone with the correct login information. This further allows for multiple authors of content such as blogs or image galleries.

What is NEW on the NEW website?

The redesigned province website will have a great deal that is new. In addition to the capacity for fluid, responsive design and the potential for multiple users, the website is heavy on graphics and video. Current trends show that modern viewers have a very short attention span. They will not stop to read large blocks of text. Rather, they are interested in attractive images and short, compelling videos. Our new website has tried to incorporate both. All of the text on the site has been reviewed and edited to be more succinct and to remove “friar terminology” which most people not understand. On the following page is a list of many of the changes and updates to the site....

- Change to Wordpress platform
- Fluid, responsive design
- Smart phone and tablet friendly
- Potential for multiple authors
- Edited, succinct text
- New graphics and images
- Updated friar spotlights
- Updated men in formation
- Updated province directory
- Updated development section
- Donation and ministry funding
- Redesigned blog
- User login and comments



3. Friars' Website

In addition to the updated province website, we will have a new website for our province friars only. This website will allow for discussion and the sharing of files such as Provincial Council Minutes, Chapter Minutes, Formation Council Minutes, C-Notes, etc. The site is password protected so that only friars may view the content. This site will be available shortly. You will receive login information by email. (It is a work in progress)



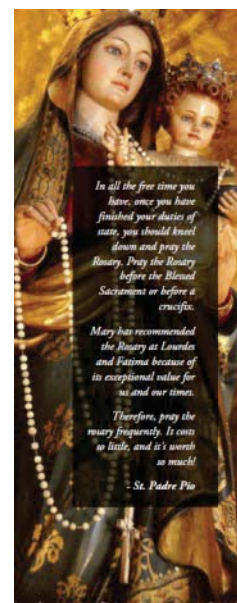
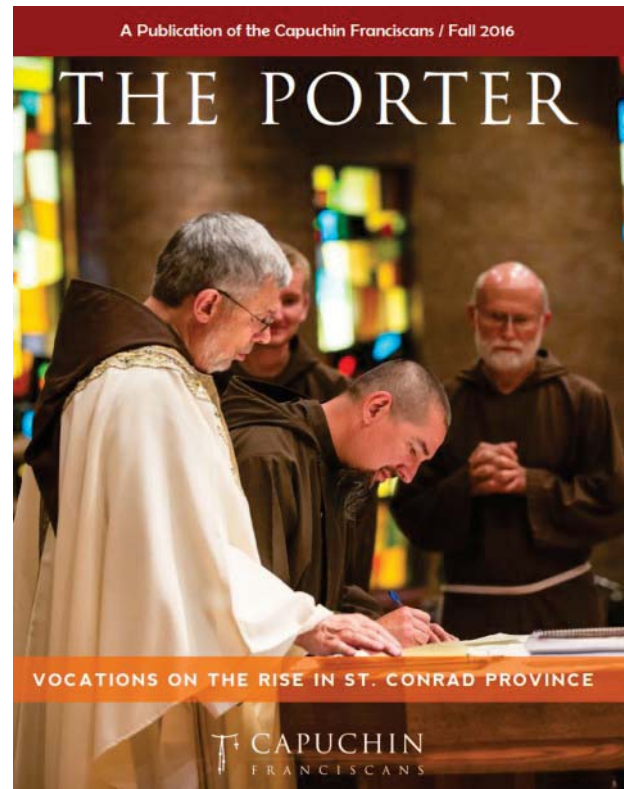
4. Redesigned Porter

It has been about two years since there was a publication of the *Provincial Porter*. This publication allowed the province to keep in regular contact with friends, family, vocation candidates and benefactors. It allowed us to keep our target audiences abreast of province news and events. The *Provincial Porter* has been redesigned with a much more graphically-rich look. In addition, each issue will have four elements:

- A specific theme (first edition is vocations)
- An aspect of spirituality/evangelization
- A look inside of our lives/friaries
- Basic province news and events

The first, redesigned issue of the *Provincial Porter*, #158, is currently at the printers and should be mailed out shortly by snail-mail and e-mail.

Users may subscribe to receive the Provincial Porter in their preferred manner through the province website.



OCTOBER *Our Lady of the Rosary*

In the Catholic Church, the month of October is traditionally the month of the Rosary. The feast of Our Lady of the Rosary is celebrated on October 7. Known for several centuries by the alternate title "Our Lady of Victory," the feast day takes place in honor of the 16th century naval victory which secured Europe against Turkish invasion. Pope St. Pius V attributed the victory to the intercession of the Blessed Virgin Mary, who was invoked on the day of the battle through a campaign to pray the Rosary throughout Europe.

The Rosary has a long and beautiful history within the Capuchin Order. During the Counter-Reformation, the early Capuchins promoted this simple prayer among the people, urging them to recite the Rosary, meditating upon the lives of Jesus and Mary. The popular Capuchin saint, Padre Pio, is said to have prayed this beautiful prayer as much as 30 times a day! St. Leopold Mandic referred to Our Lady as "my holy boss" and seemed ever to be passing the beads of the Rosary through his fingers. Venerable Solanus Casey had a strong devotion to the Rosary and did not let a day pass without reciting the prayer. Nearly all of the Capuchin saints and blessed were strong devotees of the Rosary and saw it as an integral part of their daily practice and spiritual life.

The Rosary combines different forms of prayer, vocal, meditative, and contemplative, into a singular and beautiful encounter with Jesus through Mary. The repetitious chanting of the Hail Mary frees the mind to focus on the mysteries: joyful, sorrowful, glorious and luminous. The imagination is engaged to bring these mysteries to life through meditation while the heart cries out to God in praise, joy, gratitude, pleading and love. Through the recitation of the Rosary a person may arrive at a place of profound quiet and deep peace, a prayer called contemplation.

During this month of October, join the Capuchins in praying this beautiful prayer and rediscovering the riches of a deep devotion to Our Lady and her Rosary.

The word Rosary comes from a Latin word meaning "garland of roses." If you've never prayed the Rosary before or find it difficult, here are some helpful tips.

- 1 Read aloud the Scripture verses that correspond to the mystery you are praying. If you don't know them, refer to a book such as "The Mysteries of Christ: A Scriptural Rosary."
- 2 Before praying, silence your cell phone, turn off the television and other distractions in order to be disposed for prayer.
- 3 If you find the silence difficult, turn on some light, meditative music, for example Franz Schubert's "Ave Maria."
- 4 Be patient with yourself. Remember that prayer is like anything else: it takes time, discipline and lots of practice!

5. Photos and Videos

As mentioned previously, high-quality photos and videos are essential in digital and print media. Unfortunately, the photos in our currently library are very old. Most of them have been used and reused for many years. Younger audiences spend an average of 2.2 seconds on a website. In that time, you must grasp their attention through attractive photos and compelling videos.

The Province has contracted with Caitlin Chase (photographybycait.com) to take a new series of photos of friars in ministry, prayer and fraternity environments. Caitlin took the photos of the recent temporary vow ceremony in Denver. In addition, the province has contracted with Jeremy Rivera (thelittlej.com) to create five new videos. Jeremy created two videos for us in the past, both of which were widely viewed on YouTube and seen by many of the vocation candidates who attended our retreats.



PHOTOS TAKEN BY CAITLIN CHASE



VIDEO CREATED BY JEREMY RIVERA

7. Broader Use of Social Media

The way in which people communicate, gather information and interact is changing drastically! Statistics show that more people watch videos on YouTube than network television. There are 1.71 billion active users on Facebook each month and, on average, they check their Facebook 14 times a day. The number one photo sharing platform is Instagram, which boasts over 400 million active users. 60% check their account daily. I could give you a lot more statistics on social media platforms like Twitter, Snapchat, etc., but the point is that we must engage social media if we are to reach the younger demographics. With this in mind, we will be increasing our Facebook posts, posting images on Instagram, creating videos for YouTube, and tweeting quotes, memes, and events on Twitter. Below are links to our social media platforms.

Please “like,” “follow,” and “share.” That is how our viewer base grows!

 facebook.com/CapuchinFriars

 twitter.com/CapFriars

 youtube.com/user/thecapuchins

 instagram.com/capfriars

