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Franciscan Media: Cincinnati Publisher Changes Name to Reflect Its Mission, Tradition

(NOV. 16, 2011—CINCINNATI, OH) **Franciscan Media**—formerly known as St. Anthony Messenger Press, and for more than 118 years a presence in Cincinnati’s Over-the-Rhine—has rebranded and changed its name to better reflect the roots of its mission and its drive to meet the changing needs of the Catholic faith community.

The nonprofit publisher is the largest English-language Franciscan communications company in the world. It operates a national magazine, two book imprints, one of the Internet’s top Catholic websites, a syndicated radio program, a parish-resources division and an e-card business. It also produces audiobooks, videos, apps and other digital resources.

The company’s changes include a renewed corporate identity for Franciscan Media [attached], with a fresh logo and the Franciscan-influenced tagline, “*Live in love, Grow in faith.*” The logo features a circular symbol reminiscent of an “F,” as well as of a dove, a cross or a crossroads.

“The image is intended to mean *all* of those things, depending on the viewer’s mindset,” explains Barbara K. Baker, Director of Marketing, Sales and Internet.

Rebranding to Add Clarity

The rebranding, led by Chicago-based branding specialist HeLT Consulting, was motivated by a measurable need for greater clarity of the company’s unique position within today’s marketplace.

“‘Franciscan’ means something characterized by the life, teachings and values of St. Francis of Assisi,” explains Franciscan Media’s CEO and publisher, Fr. Daniel Kroger, O.F.M. “Our independent research showed that St. Francis not only is remarkably well-known, but that those who know of the saint respect and relate well to him—perhaps more than any other figure in the Catholic church today.”

St. Francis, a 13th-century Catholic saint, is known for his care for the earth and all creation, protection of animals, lifestyle of simplicity and love of the poor. All were outward signs of his devotion to Jesus Christ.

“These values make St. Francis very relevant today,” says Fr. Kroger. “Issues of the environment, social and economic justice, aggressive consumerism, and the need for inspiration and hope dominate our lives.”

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For further information, visit www.FranciscanMedia.org.

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