

Behind the Brand

● The Abbey towers are recognizable to all who visit Conception. Breaking the towers through the circle is a sign of life and forward movement. The circle itself is known to reflect God, eternity, and timelessness.



CONCEPTION

Living the Benedictine Tradition

● We chose to unify our ministries as Conception to provide consistent messaging to our audiences across all mediums.

● Variations of the brand colors have been used by Conception's ministries in the past. Traditional to Conception, blue symbolizes stability and faith, and most importantly, the Blessed Virgin Mary, to whom Conception is dedicated. Gold reflects the beauty of the sunset on the building's facade.

● Though logos have changed over time, our monks have incorporated *The Rule of St. Benedict* in their prayer, work, and daily lives for more than 140 years.



CONCEPTION
Living the Benedictine Tradition
ABBAY



CONCEPTION
Living the Benedictine Tradition
SEMINARY COLLEGE



CONCEPTION
Living the Benedictine Tradition
ABBAY GUEST CENTER



CONCEPTION
Living the Benedictine Tradition

● Conception's ministries will be more connected yet still identifiable under the new departmental logos.

● The Printery House's iconic monk will sit alongside Conception's towers.