

JESUITS

A New Look for the Province

As a member of our extended Ignatian family, you know that Jesuits are never satisfied with the status quo. Like our founder Ignatius, we are always striving to find new ways to bring people closer to God, the world, and each other.

Toward that end, we recently asked our good friends at the Hill Holliday advertising firm to help us identify some of the ways that we might better serve the people of this region. Hill Holliday graciously agreed and conducted pro bono a number of focus groups to determine your feelings about the impact of Jesuits in your lives, your understanding of the work of the Province, and how we might continue to be more present in your lives.

To say we were inspired and uplifted with the findings of the study would be a classic understatement! The common theme was that you felt that your relationship with Jesuits was a life-changing experience and that you want to stay connected to the Jesuits and to Ignatian spirituality. However, we also discovered through the focus groups that many of you are unaware of the role of

the Province and how we can help you stay connected to the Jesuit tradition.

In an effort to better communicate our message, our friends at Hill Holliday developed a new logo and theme that conveys who we are today and our desire to be “with you always” throughout the many stages of your lives.

Our new logo in gray and gold symbolizes the hope of the resurrection. This version of the seal of the Society of Jesus incorporates IHS – the first three letters of Jesus’ name in Greek. The cross reminds us of Christ’s suffering for us, and the rays represent the Eternal Light that is Christ.

For the past seven years, we have published the *Jesuits & Friends* newsletter to share stories of the way your support makes a difference in the lives of people. We will continue to share those same stories through our new magazine, simply called *Jesuits*.

We hope to reconnect with you because *you* are our story. We want to be with you always. †



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