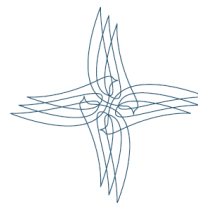


## Branding as a Felician-Sponsored Ministry

*This inventory is designed to consider places to review in terms of how you the ministry has branded as a Felician-Sponsored Ministry. As your team considers any/all updates to these areas, the Mission Integration Policy Element 10 indicates that in these places, the ministry is to brand as a Felician-Sponsored Ministry.*



Felician  
Sponsored  
Ministries

### MINISTRY WEBSITE

- Clearly and boldly indicates that the ministry is a Felician-Sponsored Ministry in the header or footer of the website
- In the “About” section, indicates that the ministry is a Felician-Sponsored Ministry
- ADDITIONALLY
  - The ministry’s mission and the [Felician Core Values for Ministry](#) (appropriate name is all five words)
  - Consider spaces to link to:
    - The [Felician Sisters of North America](#)
    - [Felician Services Inc](#)
  - Consider if your “About” or “History” section tells the “deep story” of the ministry. Here are two exemplars for consideration in forming yours:
    - [Our Lady of the Sacred Heart High School](#)
    - [St. Felix Pantry](#)
    - [St. Felix Centre](#)

### PUBLICATIONS

- Letterhead
- Business Cards
- Email templates
- Student handbooks
- Employee handbooks
- Policy manuals
- Annual Reports
- Gala event booklets

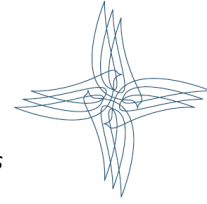
### SOCIAL MEDIA PROFILES/DESCRIPTORS

(FELICIAN-SPONSORED MINISTRY – 27 CHARACTERS WITH SPACES)

- LinkedIn      2000 characters
- YouTube      1000 characters
- Facebook      255 characters
- Twitter      160 characters

## Branding as a Felician-Sponsored Ministry

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- Instagram 150 characters
  - On social media posts, consider using the hashtags: #feliciansponsoredministries #feliciansponsoredministries

## SIGNAGE/EQUIPMENT\*

- Property signs/vans/buses/trucks
  - Exemplars:



- Doors/Hallways entering/leaving the property

\* The next time the ministry re-brands and updates its materials, we ask you consider where to indicate that the ministry is a Felician-Sponsored Ministry