

# **Institute of St Anselm's**

## **Corporate identity.**



# **The story.**

- **Society is suffering in the name of progress. People no longer have the time or ability to be self aware.**
- **Thus miscommunication, anger, violence and negative behaviour is increasing.**
- **St Anselm's is a centre pioneering a set of training programmes that teach the whole process of personal growth.**
- **Currently however, it is primarily catering for the Catholic community.**
- **The aim is to make these tools accessible to all.**

# **The Primary Target Audience.**

- **Originally Roman Catholic leaders**
- **In future all Spiritual leaders not defined by religion.**

# **Secondary Audience.**

- **Investors, sponsors.**

# **The Objective.**

- **To communicate via a logo & slogan St Anselm's personality & purpose in a non secular way.**

# **The Objective**

- **It should reflect the personality & purpose of the Institute.**
- **Its message should be clear, unique & appealing to both the public and people within.**
- **It should be a constant reminder of the Institute's mission.**

# **Currently St Anselm's is perceived as:**

- **Obscure & Insular**
- **Rigid & Old fashioned**
- **Catholic & Strict**

**It would like to be perceived  
as:**

- **Reknown & Approachable.**
- **Expansive & Progressive.**
- **Spiritual (non secular) & Open.**



# **The Promise.**

- **Only at St Anselm's can you be equipped with the tools to really make a positive difference in the world.**

# **Reason to Believe.**

- **St Anselm's offers a totally intergrated spiritual counselling and therapy programme that combines Mind, Body and Spirit.**
- **It's the only Accredited Masters Course in the country of this kind.**

**And now to some visual  
inspiration.**

**Triangle.**

**St**  **nselm's Institute**

# **Stepping Stones**



**the Institute of Saint Anselm's**

**Torch.**





**Institute of Saint Anselm's**

**Light beams.**



*the Institute of Saint Anselm's*

**Super Hero.**

**St**  
**A**nselm's Institute.