

Congregation of Adorers renews its image to unify all its presences

The Congregation of the Adorers is renewing its institutional image to unify all the initiatives, houses, communities and projects that form part of our congregational family wherever we are.

On October 27, 2022 we will meet online from all parts of the world where the Congregation is present. Sisters, lay people and friends of the Adorers participated in the official presentation of this new image of the Congregation of Adorers. It is a logo that replaces the previous coat of arms and the diversity of institutional logos present until now.

Sister Teresa Valenzuela, Superior General, referred in one of her letters to the meaning of this process of renewal of the institutional image. She said that "it is a project that will be adjusted, that requires the collaboration and disposition of all so that we get to unify our communicational work, to design in that context a corporate identity, that reflects a unique identity, that will help to strengthen the congregational Body. It is a journey that requires generosity, openness and a sense of belonging.

This process of renewal began with the approval of the proposal to boost internal and external communication and in 2019 it was decided to create a communication work team.

This consensual work began on 21 May 2021, when the Adorer family was consulted for the first time by answering a survey on the fundamental and symbolic aspects that were essential for the new corporate image.

And it has faced a number of stages in which the involvement of working groups in which the views of all the provinces have been taken into account. The process culminates happily today, with the presentation of the new institutional image created by the designer Maribel Vázquez.

This new image is an updated way of expressing the two great aspects of the charism that God gifted to St. Maria Micaela: adoration and liberation, and aims to unite the congregation not only spiritually but also visually.

Our logo is a close and committed logo that defines the personality and philosophy of the institution: the continuous adoration of Jesus present in the Eucharist and the liberation and promotion of women who are marginalized and exploited by prostitution or victims of other situations that enslave them.

In order to facilitate the implementation, a corporate manual with instructions for use will be provided and the communication team is available to help and accompany the implementation through the e-mail comunicacion@adoratrices.com.