



RELIGIOUS SISTERS OF CHARITY

The love of Christ urges us on

VISUAL IDENTITY GUIDELINES

June 2013



INTRODUCTION

The Religious Sisters of Charity Crest is the primary, symbolic component of the Congregation's visual identity.

This document has been designed to give clear and easy-to-follow guidelines when reproducing the RSC Crest.

The aim is to ensure the correct use of the Crest and its associated visual elements including typeface and colours.

Correct use of the Crest respects and conveys the Religious Sisters of Charity heritage, tradition and values.

HISTORY OF THE CREST

The first reference to the Crest is in a letter of Mary Aikenhead to Mother M. Baptist Griffin, dated 5th July 1851. She writes:

'I must send you some envelopes and paper stamped with our own beautiful seal. A present was made to me of the stamp. The crown is an actual privilege for all Religious Orders, and the seal, cut in topaz, was given by a most esteemed friend, (a good judge), to the Congregation. All is strictly canonical as well as heraldic.'

The monogram M.A. symbolises Our Blessed Lady, Mary of the Angels. The stars and crescent moon are reminiscent of the text in the Book of Revelation, Chapter 12, verse 1 *'There was a woman whose dress was the sun and who had the moon under her feet and a crown of twelve stars on her head'*.

Above the monogram, a cross surmounts a crown. This leads onto another symbol, the crucifix that has formed part of the religious dress of the sisters since beginning of the Congregation. On the reverse side of the crucifix are found the words *'In Hoc Signo Vinces'* (*In this sign you shall conquer*), which finds an echo in the frequently repeated statement of Mary Aikenhead: *"It is in the Cross that victory dwells"*.

Beneath the cross is a crown. Mary Aikenhead was accustomed to unite herself with the sufferings of Christ but, also, looked to the glory ahead. She wrote the following to Sr Francis Magdalen on 7 August 1840. *'We must imitate our beloved Lord and Spouse by actual [sic] carrying the Crown of Thorns in this life if we intend to be crowned with Him in Eternity.'*

THE MOTTO

The text, *'Caritas Christi urget nos'* from 2 Corinthians 5:14 (translated *'The love of Christ urges us on'*) was the theme chosen by Rev. Peter Kenney, SJ for his sermon at the Reception Ceremony of Sr M. Peter Gernon and Sr M. Joseph O'Reilly in North William Street Convent, Dublin on 24th September 1817. In the Annals of the Congregation we read *'From this day the text of Fr Kenney's sermon became the motto of the Congregation'*.

USE OF THE CREST

The Crest has gone through several iterations since its origin in 1851. It has now been redrawn to suit contemporary requirements for print and digital reproduction and it should not be altered.

It is available in various formats (jpg, eps and tif files) from the Religious Sisters of Charity Generalate and from the Provincial/Regional offices of the Congregation.

Should you require any additional information about the guidelines specified in this document, please contact:

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