

Rose-Mary

PURPOSE-DRIVEN REBRANDING, WEB DESIGN, APPAREL + PROMO



ESTABLISHED IN 1922, Rose-Mary is an agency of the Catholic Diocese of Cleveland that serves as a national model for quality of care for individuals with severe physical and intellectual disabilities and behavioral needs. A progressive leader in innovative community-based care, Rose-Mary serves children and adults with high needs throughout Ohio in private home settings and group day programs based in Cuyahoga County.

Over the years, Rose-Mary's branding and website had become outdated. So, they partnered with Shamrock to refresh their brand assets, top to bottom. From an indistinct logo to a website that lacked user-friendly functionality making access to information difficult, their outdated marketing materials failed to convey Rose-Mary's purpose and expertise in the field. Embracing that charge, Shamrock realigned their branding, recrafting the Rose-Mary story in an authentic, engaging way.

Shamrock created a Rose-Mary graphic standards package, setting the tone for the new website, the redesigned logo and brand marketing. With clear, thoughtful messaging and bold photography and graphics, the new website reflects Rose-Mary's passion for serving and protecting individuals who are most vulnerable and empowering them to be the best versions of themselves. All marketing flows seamlessly from emails and invitations to website pages and apparel, creating Rose-Mary's distinct and memorable brand image.

THE SOLUTION

When our creative team met with Rose-Mary, we were struck by the organization's passion for the vital work they do and the service and leadership roles they humbly embrace. We knew we could help them better articulate their story, connect with the families who need their services and educate the community about opportunities to support their mission.

Based on research and discovery sessions with families that rely on and trust Rose-Mary to care for their loved ones, we found the inspiration to reframe the brand messaging. Focusing on Rose-Mary's mission of enriching the lives of children and adults with developmental disabilities, we created new brand marketing assets,



including the new logo, website, apparel and promo items, invitations, landing pages, campaign emails and business stationery such as envelopes, business cards and letterhead.

As Rose-Mary prepared for their 100th anniversary celebration, we adapted their new logo to include a 100-year banner for use on various marketing assets. Shamrock also designed, printed and distributed the anniversary event invitations. The invitation cards include a custom QR code connecting guests to the landing page we created to streamline the RSVP process. A coordinating email version was also created for Rose-Mary to send to their supporters. In addition, Shamrock designed and produced banners and signage for the anniversary event and sourced attendee gifts.

WHY IT WORKS

Shamrock helps Rose-Mary put their best foot forward with the authentic branding that tells their unique story and resonates with their audience today and in the future. A true partner, we help Rose-Mary streamline and manage their entire marketing program from one trusted resource who understands their brand and delights in the fantastic work they do in our community.



100TH ANNIVERSARY LOGO



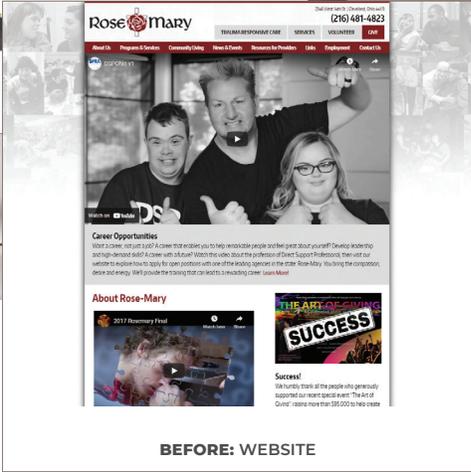
100TH ANNIVERSARY INVITE



100TH ANNIVERSARY LANDING PAGE & EMAIL



AFTER: WEBSITE



BEFORE: WEBSITE