



## Mercy McAuley High School High School Rebrand Provides a Fresh Start



### Mercy McAuley High School

Mercy McAuley High School is an all-girls, college preparatory Catholic High School located in Cincinnati, Ohio and represents a consolidation of two previously separate schools - Mercy HS and McAuley HS. The focus of the signage and graphics package was to rebrand the two as one with a completely new identity. The new brand included new colors, fonts, logo and mascot, among other considerations.

In addition to producing new room signage, the goal of ASI's graphics signage package was to embody their statement, **You Belong Here**. SHP Leading Design, an architectural firm that partnered with ASI, created the graphics package full of color and energy.



**Service Offerings**

Fabrication  
Install

**Product Applications**

Vinyl Column Wraps  
Double-Sided Banners  
Acrylic 3D Printed Room IDs  
Digitally Printed Vinyl Super Graphics

**Solution Partners**

SHP Leading Design

**About the Solution**

ASI fabricated wall graphics that include Mercy McAuley High School's values, purpose and quotes from notable leadership. Plain white walls became the backdrop to beautiful, bold super graphics.

ASI wrapped structural building columns, incorporated projecting banners to highlight wayfinding destinations, and installed large super graphics of the new Mercy McAuley High School mascot at the entrance to the gymnasium and on a wall above the gymnasium bleachers.

With a tight timeline to complete all signage prior to the Mercy McAuley High School Open House, ASI created an inspiring signage presence. Signage has truly unified the school and given students, faculty and alumni a fresh start that is embraced by all.

