



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.

