



Branding an 800-Year Birthday Celebration

In 2010 the Crosier Fathers and Brothers planned to celebrate the 100th Anniversary of the establishment of the Order in the United States, and the 800th Anniversary of the founding of the Order.

David Kostik led the team of Crosiers and outside consultants charged with planning a year-long Jubilee celebration.

We began the project by establishing a clear Vision statement that would guide us throughout the project:

The Jubilee celebrates the founding of the Crosier Order in 1210 and its permanent establishment in the United States in 1910. In the spirit of remembrance, reconciliation and thanksgiving, the Jubilee will establish a new beginning for the Crosier gift to the Church and the world, inspired by the rich heritage of the Order *living together for God alone.*

We commissioned an original painting to depict the Jubilee theme of “The Crosier Journey,” and used that artwork throughout the celebration. Here you see the art on a brochure that tells the story of the Crosier Journey from 1210 CE to the present. The same graphic theme was carried on a CD of Crosier vocals and a video we produced to celebrate the history of the Crosiers.

More than 1,000 people attended the Jubilee opening Mass at the Cathedral of St. Mary in St. Cloud, Minnesota.

