

Holy Family School
Revised Visual Identity – June 2022
in celebration of 100 years of Catholic Education in Phoenixville, PA



Holy Family
SCHOOL

Christ Centered | Student Focused | Family Driven



Holy Family
SCHOOL

myholyschool.org | Phoenixville, PA

A committee made up of Board members, school staff, and Home & School representatives was formed to help create a revised visual identity for Holy Family School. Participants were chosen based on their history with the school and experience with and knowledge of marketing and communications.

Leapfrog Group, an industry leader in communications and branding for non-profits was hired to design a new logo. The process included three rounds of designs before establishing the final design.

The designers worked to find a balance between traditional and modern, recognizing the history and longevity of our school and our future-focused outlook for the next generation of families.

The committee agreed that representing the Holy Family – Jesus, Mary, and Joseph – should be a focal point, and that the visual identity needed to reflect a school environment, rather than a parish or church. Other details should reflect the history and priorities of the community.

Font

The consensus was that a serif font with both upper and lower case letters for the main text – Holy Family – would be best. It would be easy to read for children and adults. Something with a bit of weight appears more modern and the serifs would keep it traditional. The main font is Begum Medium.

The variation on the fonts is a design choice. The fonts contrast but complement each other. Each font has its own character - a mix of formal and elementary. The variety keeps it visually interesting and gives it a modern feel.

Color

Holy Family's school colors are maroon and white. The final maroon chosen is closer to a cherry tone than brown. It is PMS 202.

There are also versions of the logo in black and white. If a second color is needed, a warm gray will complement the maroon.

Graphic Components of Logo

- **Shield**
 - A shield design communicates stability, longevity, and tradition.
 - They also represent families and are a symbol of protection and trust.
- **Holy Family**
 - The three figures represent Jesus, Mary, and Joseph – the Holy Family.
- **HF**
 - Standing for the words “Holy Family,” this is the HF symbol that is used in CYO and Athletics and appears on the gym floor.
 - Adding this brings consistency and the font has a modern, collegiate feel.
- **Three stars**
 - Each star represents a school identity that has made its home in the building – St. Ann School, Phoenixville Area Catholic Elementary School (PACES) and Holy Family School. This honors our past, present, and our future.
 - The number three also symbolizes Jesus, Mary and Joseph and the Holy Trinity.

- Stars can symbolize life, miracles, divine protection, guidance, hope, and achievement. It is a relevant symbol of faith.
- Laurel leaves
 - Tied historically to classical ancient Greek, Roman and Biblical times, the laurel leaf has held its esteem for centuries signifying victory and achievement.
 - The laurel is one of the few plants mentioned solely in the New Testament. James suggests a laurel wreath for those who persevere.
 - In modern times it has been associated with educational institutes and academics. The noble image of the evergreen laurel lives on in our language with such words as “laureate” and “baccalaureate” and related terms of accomplishment.
- Banner with date
 - The cornerstone was laid for the school on June 25, 1922.
 - This represents our history, longevity, and impact over the last 100 years.