



ST. RITA
SCHOOL

Saint Rita School Logo



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Background:

As you are aware, St. Rita School has created a strategic plan to guide its steps over the next several years.

One of the focal points of the plan was updating our brand — making it more contemporary and suggestive of values, and being aware of the importance of consistency and clarity. We have created a distinct and recognizable brand that helps our various (core) audience(s) understand who we are and how we fit into the competitive private school market.

As a result, last year we surveyed many within our community — faculty, students, alumni, etc. — asking them what makes the SRS experience unique. Their top answers were:

- a welcoming community
- Catholic identity
- academic rigor
- prayer
- integrity
- service

Taking these themes/elements into account, we worked with a New Haven design firm (GroupC) to develop a new visual identity that integrates the hallmarks of the SRS experience and represents the most important aspects of its mission. This simple yet dynamic mark is a great addition to the school and will, if implemented consistently, provide a recognizable and distinct brand for years to come.

The Symbol:

The central component of the logo is the cross of Christ. Christ is at the core of our mission and His cross is what leads us to life.

Surrounding the cross and integrated with it, is a “heart” that has been rendered to evoke St. Rita’s rich Irish/Celtic heritage that has been a core component of the school since its beginnings. Both the “braids” and the integration with the cross suggest the strong connectedness found within the SRS community.

The braided heart also represents Christ’s unconditional love that is lived and shared at SRS.

These three components (cross, heart, braids) sit within an open book symbolizing the school’s unwavering commitment to academic excellence and informed thinking. The book also highlights the importance of the word of God, or the bible, in the hearts and minds of all our students.

The Typography:

The typography chosen for *St. Rita* is Freight Text while that chosen for *School* is Freight Sans. The serif and initial small caps for *St. Rita* point toward tradition and the dignified nature of the school, while the sans serif small caps of *School* show St. Rita’s contemporary style of learning. This was a deliberate decision to blend the two fonts: reinforce our continuity with the past while at the same time, affirming our commitment and ability to adapt to the future.

Implementation:

The new logo has several reiterations based on its use and will be rolled out in several phases. The first phase, year one, it will be on letterhead, our website, News & Notes, outdoor signage and other printed materials. The recognizable Crusader logo will remain a part of our school’s tradition but will be exclusively associated with athletics.