

Dear Families,

Thank you to everyone who participated in the school colors survey. The primary school colors for Archangels Catholic High School will be blue and white. The Branding Team is in the process of researching and interviewing branding professionals. The team recognizes that a professional branding company could help us achieve the goal of creating a brand that represents who we are and what we stand for. Branding companies have the expertise to gather input, understand target audiences and develop a cohesive and compelling brand that can resonate with our community. The desired end result, regardless of whether a branding company is hired or not, is to have comprehensive brand standards including brand messaging, a visual brand (school logo, athletic mascot graphic, fonts, colors, graphic style) and brand guidelines that can shape consistent communications as we move forward.

The Finance Team is pursuing potential monetary gifts that may be available through archdiocesan connections, as well as other grants to offset costs incurred during the brand development process for Archangels Catholic High School.

Several great ideas were already submitted during the color survey and the branding team wants to hear and see more ideas. These concepts will help the branding team collaborate with each other, and branding professionals, if chosen, in the brand development process. Below is a link you may use to submit written ideas or if you are feeling really creative you can also submit image files illustrating your suggestions. A deadline for submitting ideas has not been set, as of now. Once the branding team has a more robust timeline, we will communicate further details and deadlines.

Let the creative juices start to flow!

Blessings,

The Transition Team

Please use this link to submit ideas: <https://forms.gle/FTwYgkyntuNcRjX6>