

# A KNIGHT'S TALE



## A Re-Designed Logo Heralds a New Era

By Meg Picciolo, Director of Marketing & Communications

A Knight is an elite warrior — a person who shows or has shown great vigor, courage, or strength, sworn to uphold the values of faith, loyalty, courage, and honor.

As the well-utilized gym (and previous church) is resurrected to new life as the Parish Arts & Activities Center and the impressive new Parish Athletic Facility takes its place, so too, does an old Knight gallantly pass his lance on to a new generation.

In a development effort paralleling the construction occurring on campus, St. Dominic Catholic Parish has renewed the Knight logo to inspire and energize the parish's team spirit, capture the hearts of its students and member-backers and establish a strong brand for the future.

### Out with the Old

When the Marketing Committee began looking at parish branding in late 2008, they determined the parish would benefit from a coordinated effort in this area.

There were a variety of images that used over the years both for the parish and the school and lots of inconsistent usage of images, fonts and layouts. After many months of development, the new parish landmark was unveiled in the fall of 2009.

Following the success of the school's 50th anniversary events including efforts to begin forming an Alumni Association, the Marketing Committee saw a unique and timely opportunity to create a brand for all ministries, groups and teams associated with the parish (i.e, Chess Club, Athletic Teams, Alumni Association, and others) that could also be an integral part of the Master Plan building projects being planned for a new Parish Athletic Facility and Parish Arts & Activities Center.

Marketing's objective was to provide a consistent and unified brand that will provide a visual identity that builds and maintains member, student, and staff loyalty and spirit and to differentiate our brand/community from our surrounding parishes.

### Protecting the Knight Tradition

Marketing presented their plan to the Athletic Association and the School Board, both of which supported the effort wholeheartedly. A new identity and contemporary appeal were vital to a redesign that would portray movement, strength, and energy,



but the goal was also to incorporate elements from the past; knight, shield, horse, and cross, without any type of weapon. The tradition that the new St. Dominic Knight would represent were the values of faith, loyalty, courage and honor.

The Marketing Committee established branding colors for the parish and school during the design phase of the parish brandmark through surveys, reviewing the brand colors of the quad and other area parishes, and the future plan to coordinate colors between parish and school communities. Primary school brand color: Black, secondary school brand color: Teal, Accent school brand color is gold.

### The Quest

The process would span over 12 months and inspire a thick manila folder and an immense number of digital files.

It began with an offer from one of our St. Dominic alumni, Tom Gerber, currently living in Phoenix, Arizona. Tom provided graphic services that resulted in the first round of logos, using a linear design of a knight on horseback with dominant text. The designs were presented to the Marketing Committee, School Board and the Athletic Board. A variety of suggestions sent us back to the drawing board several times for revisions.

Tom continued to support our efforts from afar, when it was decided that the design process needed to be brought home for a closer work environment.

Sarah Hyde took the reins as the development of the logo made its way through multiple treatments after much research, sketching, and manipulations. Struggling to include all four elements originally planned, once the horse was eliminated from the design the pieces began to come together. The final design embraces the three most important elements; knight, shield and cross.

### A Knight for all Ages

The new Knight Logo features a forward-leaning knight with a flowing cape, holding a shield with a cross. KNIGHTS is part of the image. The logo is dynamic, current and distinctive.

Though it was a long process, the final design was received with an overwhelming positive response. The unveiling of the new logo comes at a time when the Parish Athletic Facility is about to open. That was a major consideration in completing the Knight Logo. It is slated to grace center court and it is worthy of the honor

Work will continue to complete the Knight brand in the coming weeks and work will begin on redesigning the school academic logo using the shield from the Knight Logo as the base element.

Spiritwear and other items will begin featuring the new logo this fall.

Knights of the medieval era were asked to "Protect the weak, defenseless, helpless, and fight for the general welfare of all."

