

CASE STUDY

St. Mel School

We helped St. Mel School by creating a cohesive brand that positions their school as modern and innovative, while still honoring their Catholic heritage and history.

On the eve of celebrating their 65th anniversary, St. Mel School in Fair Oaks, California decided it was time for a fresh new look. To celebrate this milestone, we designed a comprehensive brand identity, creating marks for the school's logo, crest, and spirit mascot.

SERVICES

Complete Brand Identity including:

School Brand Identity

Spirit Brand Identity

Comprehensive Brand Guide



SAINT MEL
CATHOLIC SCHOOL



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Our Process

STRATEGY WORKSHOP

To kick off the project, we facilitated an on-site strategy workshop with members of the Catholic School Advisory Committee (CSAC) from St. Mel School. We identified how St. Mel School stands out from their local competition and conducted exercises to understand the key attributes that define their brand.

BRAND IDENTITY DESIGN

Our team constructed three identity options that ranged from “young and innovative” to “classic and elite.” Once the visual direction was established, we refined a balanced rendition to create a final brand identity that functioned for all of St. Mel School’s intended uses.

DELIVERY

We created a single package of materials for their team to roll out the new brand in anticipation for the start of the 2024/2025 school year. The package included a comprehensive brand guide with all marks and graphics in all necessary formats. We even helped choose paint colors for the refresh of their gymnasium.



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About the Brand

The official new mark for St. Mel School features a shield with iconography that highlights the history of the school in a fresh, classic manner.

- **The Mercy Cross** represents the Sisters of Mercy who founded the school in 1959.
- **The Book** signifies the school's primary mission of education.
- **The Clover** symbolizes St. Mel's Irish origins and heritage.

ADDITIONAL MARKS

To complement the primary brand, our team designed additional marks to support the primary lockup.



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Spirit Branding

St. Mel School's previous mascot design was a leprechaun mark "borrowed" from Notre Dame University. We sought to craft a new leprechaun design appropriate to represent the students ranging from Preschool to Eighth Grade. This resulted in an approachable, yet determined mascot, eager to take action.





BRANDED APPAREL