

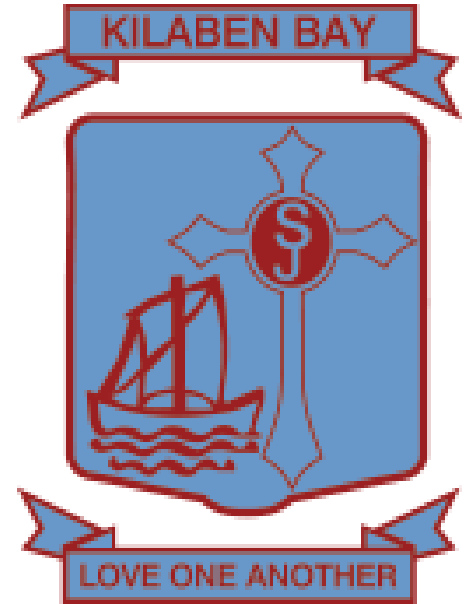
St Joseph's Primary School, Kilaben Bay: Proposed new crest

October 2025

Background

- The St Joseph's cross is representative of the Catholic heritage and faith.
- It is also the cross of the Sisters of St Joseph who originally staffed the school.
- The boat represents not only our geographical position, but is symbolic of our faith journey, hence the simple boat of fishermen from the Gospels.
- The motto 'LOVE ONE ANOTHER' - is from John 13:34

"And now I give you a new commandment, love one another. As I have loved you, so you must love one another."



Revising the school crest

- The St Joseph's crest is a cherished symbol of identity, history and faith, a visual reminder of the values and traditions that have shaped our community over time. As our school continues to evolve, it is important that our crest reflects not only where we have come from, but also who we are today and where we are headed.
- In revising the crest, we intend to honour the past while embracing the future. The design retains key elements that speak to our founding story, preserving the spirit and meaning that generations of students, families and staff have shared. At the same time, refinements in form, colour, and style will ensure the crest feels contemporary, inclusive, and aligned with our school's vision for the years ahead.
- This is not a departure from tradition but a continuation of it, allowing our identity to remain relevant and recognisable for future generations. Carefully blending history with a modern design, the proposed crest symbolises our commitment to faith, learning and community, ensuring our story continues to be told with pride and purpose.

Proposed new school crest



WHITE CREST



UNIFORM COLOR BACKGROUND



WHITE CREST



WHITE CREST

Uniform examples



Other options for **wording hierarchy**



Beyond the Crest

- Beyond the school crest, elements of the broader visual identity will be reviewed.
- When the crest is finalised and approved, brand collateral with the new crest will be rolled out.

Signage: School sign, On-site signage, Fence banners, Pull-Up banners

Digital: Website, Social media, Email signatures

Print: Brochures, Documents, Policies, Enrolment Folders, Business Cards, Letterheads

Marketing: Video, Photography

Other: Badges, Merchandise, CS listings and other as per required by St Joseph's
Kilaben Bay