



OUR LADY'S ASSUMPTION
SCHOOL

Dear Parents

On behalf of the OLA School Board and Leadership team it gives me great pleasure to announce to the community that the above OLA Crest, endorsed by the OLA School Board, will be the new school crest commencing in 2019.

As mentioned in last week's newsletter, the school's current brand/crest has, over the past decade, undergone many changes, resulting in a range of inconsistent crests. For this reason, and to embrace the school's future strategic direction, the OLA Board Marketing Sub-Committee spent many weeks looking at the best way to move forward and the school's emblem was highlighted as an area that required urgent attention.

The final crest was presented to the OLA School Board last week where it was well received and ratified as the new OLA Crest. Further information regarding the development of the crest is also attached for your interest.

I would like to take this opportunity to thank the OLA School Board, the OLA Marketing Sub-Committee members and the staff for their efforts over many weeks. I believe the new crest really captures who we were in the past, who we are today and who we will be as a school and community in the future.

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Information regarding the new OLA Crest:

Q: Why change the crest now?

A: After celebrating the 50th Anniversary of the School last year, it was time to look forward to the next 50 years and have a school crest that represented the contemporary direction of the school - it is modern and professional in its design, and is an acknowledgement of the School's faith and history. The new crest will complement the new direction of the OLA's Strategic Plan 2019-2021, which will be disseminated to the community later in the year.

Q: What are the main differences between the current crest and the new crest?

A: The current crest was developed many years ago and has undergone many variations. While the old crest has become a steadfast image of the School for the past 50 years, moving forward there was a need to develop a crest that was more contemporary, and addressed issues of inconsistency in the current crest. For instance, it being devoid of the full name of the School, the red colour no longer representing the School colours, etc.

Current OLA Crest



New OLA Crest



Q: What does the new crest represent?

A:

Faith: The crest has a modern Dominican Cross to acknowledge the Dominican Order on which its foundations are built.

Motto: We have returned to the original motto of the Dominican Order "Veritas" to encompass all understanding of the word "Truth".

Crown: The Crown represents the namesake of the School - Our Lady.

Shield: The inner Shield reflects the School's ability to provide for the spiritual, social, physical, intellectual and emotional needs of the child, whilst the second outer shield represents nurturing arms embracing the school, providing a supportive environment to encourage each child to become a confident and independent learner.

Colours: The Crest retains the key colour of the school - maroon, along with the Dominican colours of black and white.

Q: Who was involved in changing the crest?

A: An OLA Board Marketing Sub-Committee was formed to review the untapped marketing opportunities of the school. The Sub-Committee consisted of members from the Leadership team as well as three parent representatives all with marketing/PR experience. Whilst the primary focus was to look at ways to increase the school's image within the wider community, through this process it became clear that the school first needed to establish awareness of its existence in the community, as well as distinguish itself from surrounding schools. Through this process, it became apparent that many iterations of the School Crest had evolved over time, with around six different versions of the School Crest being represented on school signage, communication, uniforms, equipment etc. The need for one standalone crest was required for consistency, as well as taking the opportunity to modernise the way the school is presented in the community.

Q: What does the change in crest mean for the uniforms and school equipment?

A: All uniforms are being reviewed by the Uniform Sub-Committee. Over time, the new crest will appear on School uniforms, and there will be a substantial period of time in which students can continue wearing the existing uniforms before being required to change over. The establishment and role of the Uniform Sub-Committee has been communicated in Newsletters including Issue 11 (11 May) and Issue 18 (29 June) and in the P&F meeting minutes from 8 May.

Q: How have changes to the school crest been communicated?

A: Communication around the changes to the School, including its transformation as a whole as well as the School's visual identity has been communicated through Newsletters and the P&F's meetings and minutes. A full timeline of the factors that led to the decision to change the School's Crest, along with the communication of this change at every point is provided in the visual below.

Timeline of communication throughout the year

