

St. Luke School Branding System Overview

Formal Logo: St. Luke School Seal

ELEMENTS:

- **Steeple:** St. Luke School is a ministry of St. Luke Church. St. Luke Church was founded in 1828, in Columbus, Georgia. Columbus is a planned city with churches at the very heart of the design of the community. The highly recognized St. Luke Church steeple represents the firm foundation on which St. Luke School was built and continues to thrive thanks to the church, school partnership. It points heavenward to the purpose for our school and grounds us with a sense of place in Uptown Columbus.
- **Book:** The book at the base of the steeple represents the St. Luke School commitment to academic advancement at every level. The strong tradition of preparing the minds of children to succeed in the classroom, into our community, and the world beyond continues at St. Luke School.
- **Cross:** The cross at the center of the book is the visual reminder that St. Luke School is unapologetically a Christian school. Teaching the Heart of Christ, in the Heart of Columbus means daily sharing the truth of God's word with our students and together living for Christ. The cross is the reminder of God's great love for us. While we were sinners, Christ died for us.
- **Wheat Laurel:** The wheat laurel represents the recognition that St. Luke School partners with parents as the primary educators of their children in planting the seeds of truth. Over time, those seeds will bring forth a great harvest of servant leaders who are disciples of Jesus Christ.
- **Name:** St. Luke School
- **Motto:** Preparing Minds • Living For Christ embodies the top priorities of St. Luke School. We are actively preparing children for the next challenge, and to seize the next opportunity. Simultaneously we are teaching children to live what they learn, to not just be hearers, but doers of God's word. Always preparing, and daily living life to the full, our motto embodies the St. Luke School experience.
- **History:** St. Luke School was established in 1998.
- **Shield:** The protective structure houses the graphical elements that represent the heart of St. Luke School. The shield element serves to remind faculty, staff, and students to take up the shield of faith with every step we take.
- **Circle:** The St. Luke Seal is housed in a circle. The circle represents the group of people who have come together and share the St. Luke experience. The circle is also a reminder of the powerful partnership between church, school, and families under the eternal Lordship of Jesus Christ.

