

June 1, 2004

From the Heart of the Task Force: An introduction to our New Logo

Before the start of the 2002 school year, a need was expressed by the SWS Recruitment committee for “Brand Equity” in all future school collateral and the logo functionality needed to be open for review.

One month later, 10-02, Albright College, summarized a 10-week investigation, validating the importance for SWS branding to be updated. Albright College students shared their reasons this work should be done and other suggestions.

Two months later, 12-02, SWS purchased the building, thus defining permanence in the world. We became a Waldorf School with OUR OWN roots by the Susquehanna River. As landowners, SWS will forevermore know the outer and inner relationships with our community as a single continuum.

The next six months, 1-03 to 6-30, SWS struggled over Logo design issues. Sketches were made, debates were held, arguments broke out, and lines were drawn. When the currents blew through our hallway, stairwells, hearts and soles the Board of Trustees asked that the Logo issue be put in to sleep for six months.

In the meantime, the Board of Trustees acquired permission from ASNWA allowing SWS collateral to use the “75 years of Waldorf Education celebration logo” from June 03 until its expiration month, June 04. The Board of Trustees also mandated the Marketing Committee develop a Task Force with one mission... to resolve the logo issue before June 30, 04

The Task Force was a volunteer group representing different experiences with SWS: Faculty, Council, Board and Parent. However, Task Force members did have a common love of the logo and a desire to make sure that whatever the SWS symbol was - it needed to accurately reflect our experiences. We wanted to show incarnation of our children, and to have a presence within nature and make sure it included our inexhaustible inner light. We did not want a snappy marketing icon.

Task Force members interviewed and examined portfolios and web sites of local area Design Industries. The Task Force members agreed that a good human relationship had to ALSO be a determining factor, as well as quality. Fathom Design (of Harrisburg) had a great portfolio, and all the experience you could ask for, so a relationship interview process began.

Jane Levan, Client Relations Representative for Fathom Design [and the current President of the Central PA “AD Club”] was interviewed, and in turn, interviewed SWS for what turned out to be three hours: talking with faculty, talking with our children, looking at children’s books, walking through our building and enjoying a fantastic human connection. Fathom Design (of Harrisburg) was chosen to create a Branding design for our Susquehanna Waldorf School.

The next step was to Educate Fathom - this was the real true work of the Task Force, we shared SWS history, Waldorf pedagogy, letters of concern, photos, sketches, everything we could put in a box. The Task Force needed Fathom to develop a great understanding of SWS without being IN the system. The Task Force needed to get Fathom on the true and lasting path - and all work done within the contractual parameters.

Fathom heard our concerns, saw our attempts, accepted our budget, and apparently much, much more. They researched and found a book by David Cadzow called, "Petroglyphs in the Susquehanna River Near Safe Harbor". A petroglyph was discovered on Walnut Island in the Susquehanna River, Lancaster County. The Task Force felt awakened by this unexpected utterance from the ancient Susquehanna River. The petroglyph pushed us away from our river town and into meaningful thoughts of relationships with the universe. Alone, the petroglyph offers a deep, simple intrinsic truth, a feeling of permanence and longevity, of geological relevance and sacred geometry. The inner coil of light is placed in a square box because of the beauty of its paradox, but also as the expression of the inner and outer community relationship in a continuum.

New branding will offer greater readable and reproducibility in many mediums. Hopefully, beauty will arise before ones inner eye, even those unaware of Steiner. May it’s luminescent logo be a successful guide to light the way for new children to find us the branding is applied to the “practical” material world.

For the Task Force, may I say, a presence of incarnation began two years ago - all around us, even in the winds of our struggle which helped carve this fingerprint of who we are - and whom we’ll stay. Paradoxically, the difficulties were indeed necessary and needed to be released.

We hope contentment may be found in all the roles that were played, and in that, We thank you ALL for your being just who you are.

We hope we have served all well - It was our only wish.