



FOUNDATION

for Niagara & Hamilton area Christian Schools

Our Logo

Immediately below is the *Foundation's* first official logo, created in the spring of 2004 by Sandra VanGeest (SDCH graduate 1992). From 1998 until May 2004, our *Foundation's* full legal name (*Foundation for Niagara Christian Schools*) also doubled as its logo.

There were two versions of the original logo. In most instances you would have seen the logo version showing the full legal name of the *Foundation* (below left). Using the complete name whenever possible encouraged name recognition and helped avoid confusion between different organizations with similar names and acronyms. The version that includes only the acronym (below right) was developed primarily for use on lapel pins that were presented to our committed donors and supporters.



A logo shouldn't just be eye-catching, it should also be meaningful. The following explanation was provided by Sandra in 2004 to accompany our new logo:

"Parthanon type structure is often used as a symbol of finance. The columns of the Parthanon symbolize strength. In Greek architecture there are 3 styles of column, Doric, Ionic and Corinthian. Ionic and Corinthian columns tend to be fancier, the capitols being decorated with leaves (Corinthian) and scrolls (Ionic). The Doric column, the most basic column, is the most sturdy and its top (capitol) is plain. The Foundation for Niagara Christian Schools is not about being "fancy". It is a foundation built to help strengthen the future of Christian education for the generations to come. Christ is the strength, the focus and foundation that we as Christians choose to define our every day living and that is the "added value" we hope to pass on to our children through Christian education"

This explanation was still very relevant for the revised/new logo Sandra VanGeest created in anticipation of the growth in member schools during 2008. One version of our new logo can be found to the right and incorporated into this information sheet, as well in our other promotional material and on our website: www.schoolfoundation.ca.



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Henry J. Koornneef CFP, CSA - Executive Director

Head Office: 6488 Smithville Rd., P.O. Box 850, Smithville, ON L0R 2A0
phone: 905-957-8172 • toll free: 1-877-340-9555 • fax: 905-957-9172
office@schoolfoundation.ca • www.schoolfoundation.ca