



LOGOS

LOGOS SCHOOL, MOSCOW, ID
GRATITUDE, SACRIFICE, EXCELLENCE

BRAND & UNIFORM GUIDE
2022 - 23 SCHOOL YEAR

Brand and Uniform Guide

2022 - 23



Letter from the board

Dear Logos Parents,

At the end of this past school year, after our annual all day visitation, one of the issues the board identified to address was uniformity in our branding and rapidly expanding school culture. Over the years, as Logos has grown, things like school colors, our logo, and our academic and athletic uniforms have happened to us more by momentum rather than by stewardship and proactive choice.

Ever since that all day visitation, a board committee (in conjunction with Logos staff) has been working to increase our internal discipline with an overarching mandate to begin the process of holding ourselves to a higher standard than we have in the past. Thanks to the help of some alumni with a high level of experience in these areas, we are now solidifying things like a professional logo and have also formally adopted a student life crest that represents our student motto: "Gratitude, Sacrifice, Excellence." We will be working through all of our athletic uniforms as we are able, but first, as part of this overarching increase in uniformity, coherence, and self-discipline, we set out to update our school's academic uniforms and uniform policy starting with our secondary students. (See the attached information packet and FAQ for details.)

Our goals here are simple. First, we want to increase uniformity in our hallways and classrooms. Second, we want to do so while clearly and visibly loving our students, showing kindness to them, and better equipping them to pursue their vocations in the facilities God has provided us. Third, we want to implement this transition over the course of the entire '22-'23 school year in a way that is as easy on our families as any change ever can be. A phased transition like this (with a great deal of grandfathering) will also allow us to learn before finalizing our approach for the '23-'24 school year.

We are incredibly grateful to God for the community of families we have been given to serve. Our aim is to steward this role more faithfully each year and the changes being made reflect that desire.

Sincerely,

Luke Jankovic
Logos Board Chairman

For general questions, reach out to Matt Whitling (Mwhitling@logosschool.com).

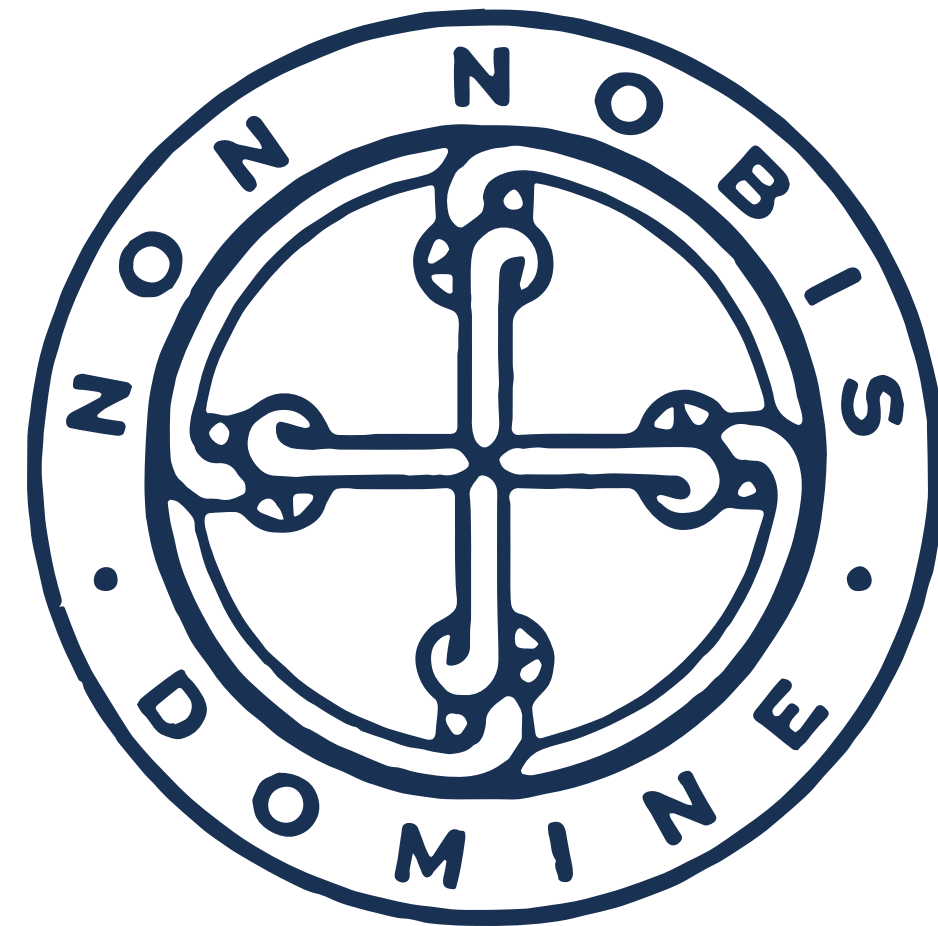
For practical questions, the appropriate principal (P-2: Brockwalder kbrockwalder@logosschool.com, 3-6 Becker jbecker@logosschool.com, 7-12 Wiggins wwiggins@logosschool.com).



Legacy Mark

The Legacy Mark consists of a braided circular cross with a border which encloses the phrase, NON NOBIS DOMINE. It will only be used for professional communications. This mark will be used when the administration communicates with outside entities and in professional fundraising.

The legacy mark and the student life mark may both be used at graduation, but events like the auction would utilize the legacy mark alone.



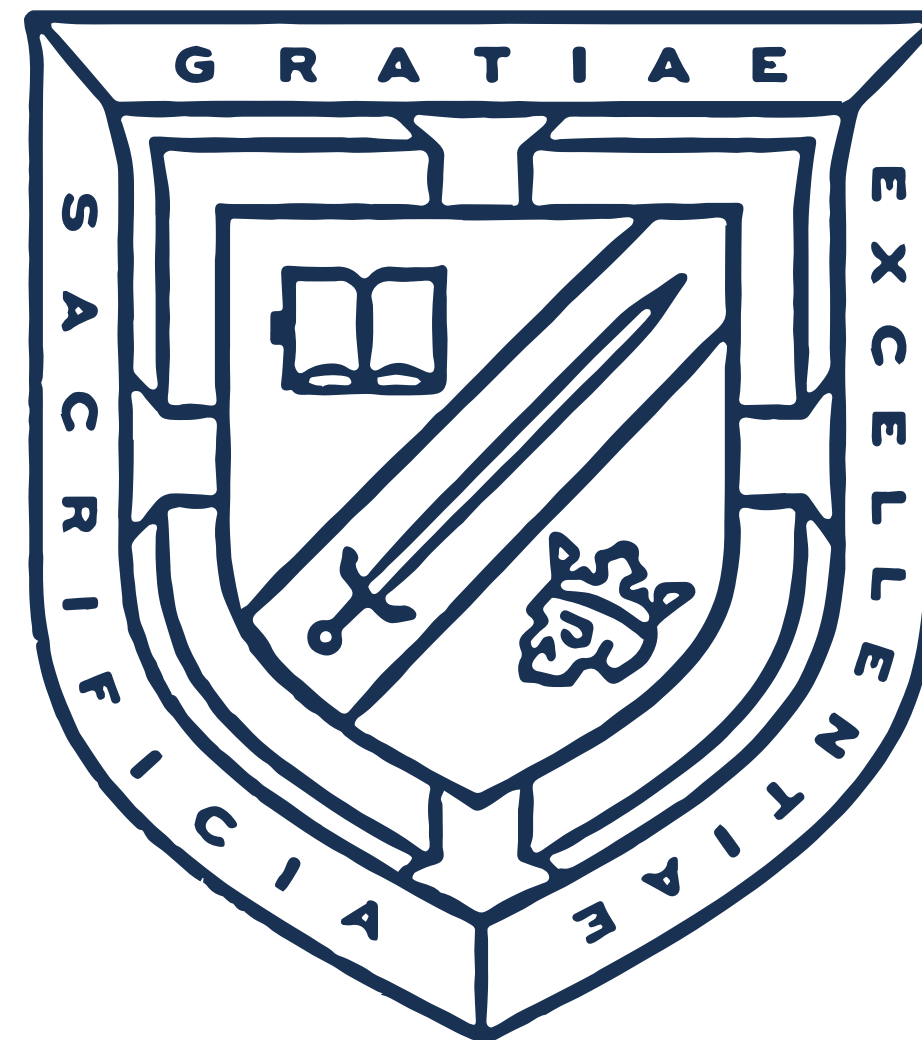


Student Life Crest

We are knights, so our crest is in a shield. The shield rests on a cross, surrounded by three declarations. The shield contains three symbols, one for each word.

1. For Gratitude, we have: **THE BOOK**. This is the Word, our spiritual food, and the bedrock of all wisdom.
2. For Sacrifice, we have: **THE SKULL**. The skull is crowned for two reasons. First, because all earthly glory goes into the grave, all earthly glory must be sacrificed. But, more importantly, this image is a reference to the ultimate sacrifice: the King who laid down his life for the world on Golgotha—the place of the skull. This motto and crest calls us all to imitate Him. We are trying to train Kings and Queens who will see His act of sacrifice as the true glory of leadership. In addition, the use of the skull undercuts the potential soft fanciness of using a crest at all and leans into masculinity.
3. Lastly: **THE SWORD**. For knights, the sword represents excellence. Historically, a sword represented entry into the calling of knighthood and marked achievement the way we mark it with a diploma.

The crest itself is designed in a modular way so that the inner shield could be pulled out and used alone (on track sweats, say), or the three separate symbols (**BOOK**, **SKULL**, **SWORD**) could each stand alone in different contexts as well. And all of our students will associate them, even in isolation, with the three parts of their motto. The student life mark will be incorporated into the academic and extracurricular settings. It will be frequently worn and displayed by students.





Secondary School Uniform Details

Transition Year

During the 22-23 school year, secondary students may wear either the 21-22 uniform or the 22-23 uniform (with the exception of the new school tie once it is provided to each student). The design is to allow families a year to transition to the new standards. In future years there may be some changes coming to the elementary, but this year the only change is the new school tie which will not be required until it is provided by the school.

Fridays (Dress Uniform):

Men wear their M/W/F uniform. Ladies wear a navy skirt, white oxford, school scarf, and conservative dress shoes.

Clarifications :

1. Skirts must be at least knee-length.
2. Only dark-wash (also called rinse) jeans are allowed on the appropriate days (no rips, fraying, or fading).
3. Shirts must be tucked in for all secondary men accompanied by a dark leather belt. Secondary ladies are not required to tuck in shirts, but if they do, a dark leather belt is required.

3. Exclusions: embroidery (other than Logos emblem), sandals, capris, leggings, jeggings, hooded sweaters, sweatshirts, hats, scarves & bandanas (other than the school scarf), lace, ruffles or distracting styles (e.g. dyed or unkempt hair, boys' earrings/necklaces/bracelets, dangling keychains, no-show socks for boys, torn or soiled clothes, overdone makeup or jewelry, tattoos, immodesty, visible undergarments or camisoles, over or undersized clothing, long hair or facial hair for boys, etc.).

4. A PE uniform is required for 7th and 8th grade students. Gray t-shirt (plain or small manufacturer logo only), navy shorts, and two pairs of PE shoes (indoor and outdoor).

5. Jackets, non-uniform sweaters, sweatshirts, and "hoodies" may not be worn indoors during school hours, with the exception of a Logos letterman's jacket and navy blazers.



Boys

Oxford:

- [Lands End](#)
- [Gap](#)
- [Old Navy](#)
- [Target](#)
- [Amazon](#)

Polo:

- [Gap](#)
- [Lands End](#)
- [Old Navy](#)

Pants:

- [Levis](#)
- [JCrew](#)
- [Gap 1](#)
- [Gap 2](#)
- [Gap 3](#)

Shoes:

- [Nike Air Force 1](#)
- [Nike Court Vision](#)

Belt:

- [Twin Roller](#)
- [Amazon](#)



Secondary layer coming soon



Girls

Blouses:

- [Lands End 1](#)
- [Lands End 2](#)
- [Lands End 3](#)
- [LL Bean](#)
- [Lands End 4](#)
- [Lands End 5](#)

Gingham Shirt:

- [Kohls](#)
- [JCrew](#)
- [LL Bean 1](#)
- [LL Bean 2](#)
- [Amazon](#)

Shoes:

- [Nike](#)
- [Keds 1](#)
- [Keds 2](#)
- [Converse](#)

Belt:

- [Belts](#)

Skirts:

- [Lands End 1](#)
- [Lands End 2](#)
- [Lands End 3](#)
- [Lands End 4](#)

Chinos:

- [Lands End](#)
- [JCrew](#)
- [Dockers](#)

Jeans:

- [Gap 1](#)
- [Gap 2](#)
- [Gap 3](#)
- [Banana Republic 1](#)
- [Banana Republic 2](#)
- [Banana Republic 3](#)
- [Old Navy 1](#)
- [Old Navy 2](#)
- [Old Navy 3](#)

Secondary layer coming soon



LOGOS KNIGHTS
NOISE MACHINE





Uniform FAQs

Q: Does this new uniform apply to elementary students?

A: In future years there may be some changes coming in the elementary, but this year the only change in the elementary is the new school tie which will not be required until it is provided by the school.

Q: Is this new uniform a loosening of the standard?

A: The board is committed to teaching our students to love the standard and this uniform represents something that we believe will simultaneously be received as an expression of great kindness and increased uniformity. In many ways, it is a tightening of our standards.

Q: Can I mix uniform items from 21-22 and 22-23?

A: Yes. For example, a young man may wear jeans (22-23) with dress shoes (21-22).

Q: Which items need to be purchased from the links provided?

A: White tennis shoes need to be the models shown. For other clothing this year, there will be some flexibility as long as the colors and styles match. The following year, we are looking for uniformity such that each item is purchased from the link provided.

Q: How are parents going to be able to purchase uniforms this close to the start of school?

A: This new uniform is entirely optional for students in the 2022/23 school year, with significant leeway granted to accommodate items allowed under the previous uniform policy. It will be required in the 2023/24 school year. The board also views this phased rollout as an important opportunity for the school to learn more and adapt and adjust as necessary in future years.

Q: How are parents going to afford to purchase new uniforms?

A: The school has been given a generous gift to help our families with this transition. One school tie will be given to each male student and one scarf to each female student. The remainder of the donation will be given away to our families in gift cards at the front office.

Q: Why do guys seem to have it easier in the new uniform (allowed to wear jeans more days and allowed to wear polos)?

A: The guys are being allowed less flexibility than the girls. Because of the times in which we live, it is the goal of the board to avoid all unisex treatment of our students whenever possible. God made men and women different, and we intend to reflect that in our uniform. Men are more like blunt instruments and the outer walls of a community. Girls are designed for beauty and glory and are the heart of any community. In our new uniforms, the guys' uniforms are sharp but simple. The girls have more versatility.



Uniform FAQs (cont.)

Q: If we purchased a 21-22 tie from the school over the summer can we return it?

A: Yes, for a full refund.

Q: Will students be allowed to wear boots during the winter?

A: Our current policy of allowing boots during the winter months will remain in place.

Q: Nikes tend to run narrow, my children have wide feet, what can I do?

A: Both the Court Visions and AF1s run wider than athletic shoes. With appropriate sizing they will be just fine for almost all boys. In extreme cases, exceptions will be made. For girls, a wider variety of white shoes from alternate manufacturers will be approved.

Q: Why are we supporting Nike with all of its issues?

A: We are not endorsing Nike, its politics, or any of its business practices. Nor are we endorsing any other major corporation with which we do business in order to function in the time and place God has placed us (Amazon, Apple, AT&T, etc). We are like Daniel in Babylon. It is virtually impossible to purchase clothing, go out to eat, or check your phone without supporting an ungodly business. Our gratitude is to God when unbelieving entities provide us with useful services and products to fulfill our mission.

Q: Why is there a “blank” shoe in the girls' section?

A: When girls wear a skirt they will be required to wear closed-toe conservative dress shoes (the same guidelines we have in the 21-22 policy.

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