



Melbourne Archdiocese Catholic Schools launches new brand and visual identity

An exciting new brand and visual identity has been launched by Melbourne Archdiocese Catholic Schools (MACS).

Acting Executive Director Dr Edward Simons unveiled the new brand, which brings to life the purpose of MACS schools to inspire and enable every student to flourish and enrich the world.

'I am delighted to announce that MACS is introducing this new brand identity that reflects our mission to proclaim the Good News and enlighten the lives of our students', Dr Simons said.

'For 180 years, Catholic schools have been providing students in the Archdiocese of Melbourne with the best education possible.

'MACS was established on 1 January 2021 to bring together nearly 300 Catholic schools from across Melbourne to build on that legacy and forge a new path.

'That new path is contained in our inaugural strategy, *MACS 2030: Forming Lives to Enrich the World*, which outlines MACS' purpose: Forming lives of faith, hope and love in the light of Jesus Christ.

'As a school system that has grown to support over 16,000 staff, we provide high-quality education to more than 112,000 students.

'This new MACS brand honours the great legacy of those who have gone before us, and symbolises the bright future inherent in our strategy and purpose', Dr Simons said.

The new logo, with the crucifix at its centre, represents our Catholic faith at the heart of everything we do, surrounded by rays of light symbolising the light of Jesus Christ and drawing on the golden light that streams through the beautiful stained-glass windows at St Patrick's Cathedral, the centre of Catholicism in the Archdiocese of Melbourne.

The pathways between the rays of light create a sense of multiple paths leading forward, symbolising the boundless opportunities that lie ahead for our students.

'We are proud of this new brand and what it symbolises about our community of schools, our mission and our new MACS 2030 strategy', Dr Simons said.

For more information about the new brand and the work of MACS, visit www.macs.vic.edu.au/rebrand.

Media contact: Gerard Delaney on 0413 274 176 or gdelaney@macs.vic.edu.au