



Frequently Asked Questions

Why is MCS re-branding?

With a newly defined five year strategic plan and vision for the future, a rebranding effort guides us with telling our evolved story to our key stakeholders. Our newly updated mission, vision, core values and motto are inspired by our strategic plan; conveying our direction in a fresh and modern way, while still honoring our history.

As part of our strategic initiatives to improve and enhance awareness of MCS, a consistent, clear, and compelling brand identity is necessary. When everyone follows a unified storytelling approach, our message will be received more effectively and impactfully.

Why the logo and color change?

We wanted to refresh our public persona and outlook to align with our strategic planning goals, vision and mission.

Our updated logo options were developed to be modern yet timeless. Our distinctive branding seeks to present MCS as a forward-thinking institution while still recognizing and honoring our 50+ years of history.

Both our primary logo and emblem are inspired by our "tomoe" design and are a modern interpretation of the same concepts.

In alignment with our current logo, the refresh options were designed to represent the three equal parts of learning:

- The body of knowledge
- Those who teach
- Those who learn

Although we are moving away from gold, we are still implementing the use of green and are introducing blue.

In regards to our color choice of blue and green:

- Blue and green reflect our love of earth and nature.

- Blue is linked to consciousness and intellect. It symbolizes trust, understanding, wisdom, confidence, intelligence, integrity, peace, truth.
- Green is the color of life, renewal, nature, and energy, and is associated with meanings of growth, harmony, safety and environment.
- The colors blue and green are used in mathematics, geometry, geography, and language materials - reflecting our continued focus on academic excellence, while cultivating our global citizenship and cultural competency.

Did you engage the community in the decision-making?

We engaged with various stakeholders including faculty, staff, parents, and board members to seek their feedback during the creative process and decision-making.

Will our Meerkat be replaced as the mascot?

No, our Meerkat will remain as the MCS mascot.

What should I do if I have a t-shirt with the old branding?

You can still keep and use what you have. We will be introducing new school spirit items and apparel with the updated logo during the school year.

I want to purchase school items with the new branding. How can I do that?

In the future, we plan to offer an online shop to purchase school spirit items. In the meantime, please contact Lisa Tosta at l.tosta@mcsssb.org for information on items and pricing.

Who can I go to with additional questions about logo and branding?

You may contact our Director of Communications and Marketing, Lisa Lavora- De Beule, l.ldebeule@mcssb.org, to ask any brand question you may have.

I have concerns about these changes. Who can I speak to?

Please feel free to contact the Director of Communications and Marketing, Lisa Lavora- De Beule l.ldebeule@mcssb.org. or Head of School, Melanie Jacobs, m.jacobs@mcssb.org.