**A picture containing logo

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**CATHOLIC SCHOOLS BRAND LAUNCH**

COMMUNICATIONS TEMPLATES FOR SCHOOLS

**MESSAGE TO SCHOOL FAMILIES**

**INCLUDE:**

* **Letter from Archbishop Bernard Hebda (English and Spanish versions available)** [LOCATED IN FOLDER]
* **Brand video (optional)** [LOCATED IN FOLDER AND ON YOUTUBE: <https://youtu.be/XHXAf6DGdcc>]

**Suggested text:**

Dear SCHOOL NAME families,

We’re excited to share the following letter with you from Archbishop Bernard Hebda about a new brand identity for the 91 Catholic schools of the Archdiocese of Saint Paul and Minneapolis. This brand will complement our school’s distinct branding. Click here to watch a brief video about the brand.

We echo Archbishop Hebda in thanking you for partnering with us in your children’s Catholic education. God bless you!

Sincerely,

SCHOOL LEADER NAME

**QUESTIONS?** Contact Jessica Trygstad:   
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651-291-4431