



St Joseph's
College
TOOWOOMBA



Let's create your
best future, **together.**





St Joseph's College

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Welcome to our brand evolution

For more than 60 years, St Joseph's College has been a leading school in the region, instilling strong Christian values through an inclusive and empowering College community.

In 2018, St Joseph's embarked on a brand journey that has allowed us to revisit what really matters to our school community and ensure this message is out there for all to see.

We are proud to share our new brand and tell the story behind each element.

College emblem

The St Joseph's College emblem is a symbol of who we are and what we stand for. Our emblem is an embodiment of our roots and the foundation for our future. It connects the past and the present and we are proud of what it represents.



THE BIBLE

The Bible guides us in our life's journey and its teachings are the heart of our purpose.



CELTIC CROSS

The Celtic Cross is a symbol of our heritage which draws on the teachings and practices of the Sons of Edmund Rice who administered St Joseph's College from 1956 to 1983.

Their legacy continues to encourage our community to live out the values of service, compassion and social justice.



VIOLETS

The violet represents modesty, wisdom, faithfulness and humility and is the floral emblem of the Toowoomba community in which we serve.



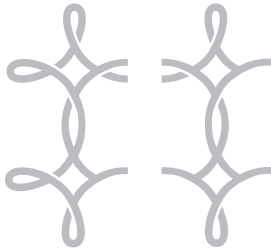
COLLEGE MOTTO

The Christian Brothers dedicated their lives to serving Christ in others through compassion and kindness. Our college motto, 'Serve Him in Others' is based on our mission to be kind and compassionate to others and to do what we can to put others' needs before our own.



Celtic Cross modern

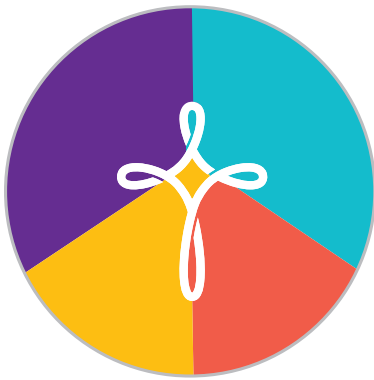
The Celtic cross draws on our College's Irish origins and is a tribute to the legacy carried out by the Sons of Edmund Rice. Our modern interpretation of the traditional Celtic Cross conveys the symbol of our God's eternal and forgiving love.



Celtic Cross pattern

Our unique and distinctive Celtic cross pattern demonstrates the connection and strength of our community.

St Joseph's students and teachers are leaders in compassion, love and service and together we are stronger as one. At St Joseph's you will never walk alone.



Colour scheme

Our colours bring life and light to our College and hold an important symbolic meaning.

SJC Purple

The colour of faith, patience and trust and a symbol of our sharing in the abundant Kingdom of God.

SJC Gold

Gold is the colour of celebration and signifies the presence of God. It's beauty beams joy, youth and happiness.

SJC Aqua

This light shade of blue is the symbol for hope, good health and new beginnings.

SJC Red

St Joseph's red is bold and passionate. It represents our mission to share our gifts and talents with others and the importance of giving back to our community.

How we come together

The rays of colour beaming from our modern Celtic cross bring true meaning to the path and purpose of the St Joseph's College community. They represent our community—students, staff and parents—moving together towards our strong Christian foundation before journeying outward to apply the learnings of faith and wisdom in the wider world.

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