

Dear RPRY Family and Friends,

Two years ago, we set out on a journey to create and execute a strategic plan that was thoughtful, innovative and bold. Since then, we have restructured the divisions within our Yeshiva, created more focused leadership roles across our Early Childhood, Elementary and Middle School programs, added a fantastic Bnot Sheirut program, and formally launched our Dream It Capital Campaign. We feel immense pride that all of these initiatives have successfully resulted in steady growth in our student body, both new and retained students, strong community engagement, and, most importantly, impactful experiences for our children.

It is with great excitement that we share the latest component of our strategic plan implementation, which focuses on modernizing and enhancing our RPRY brand.

Over the past 12 months, a dedicated Communications & Branding Committee has focused on refreshing our RPRY logo and branding in a way that captures our growth and pursuit of excellence, while also maintaining our unchanged values toward learning, Am Yisrael and Eretz Yisrael. This process involved working closely with a professional graphic designer who incorporated feedback provided in committee design sessions, community member surveys, and focus groups with students, parents, board members, administrators and faculty.

As a result of these collective efforts, we are excited to reveal the new RPRY logo!



This fresh logo is a modern design that includes elements similar to our previous logo. It communicates our longstanding commitment to the community and our dedication to Torah and academic excellence.

New logo graphic. A critical component of the new logo design was to maintain our Yeshiva's unwavering commitment and connection to Torah and Am Yisrael, previously represented by Luchot. The new combination of a book/sefer and a star signifies RPRY's dedication to academic excellence in both limudei kodesh and general studies and connection to Am and Eretz Yisrael. This is a key element of the yeshiva's mission.

New font. The font of our new logo is intentionally contemporary and simple, representing that we focus on what is most important. The bold typeface of the RPRY name represents our bold vision for building the next generation of strong Jewish community members and leaders.

New color scheme. Over the last two years, we have undergone an effort to standardize the Yeshiva's branding color scheme. With this refresh, the logo variations of navy blue, white and gold will be RPRY's

formal branding colors. In addition to the Jewish sentiment conveyed by blue and white, navy blue explicitly suggests stability and reliability, while white indicates quality and purity. Adding the color gold brings in elements of joy and enthusiasm, and hints to the gold used in the Beit HaMikdash.

The standardization of the school's colors began last year with the introduction of our new Athletics logo:



In celebration of our 80th anniversary year, an enhanced anniversary logo will be used for the next school year as we celebrate RPRY's rich history and plan for our continued successful future.



We are grateful for the partnership and engagement from parents and the community at large. We cannot wait to continue RPRY's journey together and look forward to a fantastic 80th year!

Sincerely,

Rabbi Michael Ribalt

Head of School

Rabbi Jordan Kaplan

President

Mrs. Sara Fischer

Director of Admissions and Development