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Schola Cantorum Unveils New Brand Identity Reflecting a Joyful, Evolving Community

LOS ALTOS, CA - June 23 2025 — Schola Cantorum, a beloved choral arts organization serving Silicon Valley since 1964, is proud to unveil a new brand identity that captures the vibrancy, inclusivity, and joy that define its growing community.

The rebrand introduces a refreshed visual identity that honors Schola's rich musical heritage while embracing a more joyful, diverse, and connected future. Designed in collaboration with Griffin Glaze Design & Motion, the new look features modern typography, vibrant colors, and playful visual elements that reflect the cheerful, inclusive spirit of the chorus. Every detail — from the contemporary logo to the warm, inviting palette — is crafted to welcome new voices into the fold and celebrate the joy of community through song.

"Our music has always been rooted in excellence and joy; now our look and voice reflect that too," said Colleen S. Rice, Executive Director of Schola Cantorum. "This rebrand is about more than aesthetics. It's about creating a clearer, more inclusive invitation to everyone who's ever felt the transformative power of shared music-making."

The new logo, with clean geometric forms and dynamic arcs, mirrors how music expands and connects — a visual metaphor for the relationship between choir and audience. A warm, vibrant palette adds approachability and emotional resonance, while the updated typography balances elegance with modern accessibility.

This visual transformation arrives at a moment of renewed momentum for Schola. As the organization prepares for its 62nd season and continues its beloved community offerings — including the Summer Sings series and annual Messiah Sing — the rebrand signals a deep commitment to growth, diversity, and artistic impact.

"We want new audiences to feel like Schola is a place for them — not just in the music we sing, but in the spirit we bring to every performance," said Artistic Director Buddy James. "This new brand helps us express that with honesty and heart."

The rebrand rollout will continue through Summer 2025, culminating in a full launch for their Season 62 Open Rehearsal on August 25, 2025. In the meantime, audiences are invited to explore the new look and learn more at www.scholacantorum.org.

About Schola Cantorum

Founded in 1964 by the late Royal Stanton, Schola Cantorum is a community-based, auditioned chorus under the artistic direction of Buddy James. Its mission is to connect people with the joy of singing through moving performances, educational and community programs, and collaborations with local artists.