



**HOLY INNOCENTS' EDUCATED THEIR AUDIENCE.**

Custom publication better communicated what was happening on campus.

**CHALLENGE** » Holy Innocents' Episcopal School wanted a refreshed quarterly publication for parents and alumni that featured updates on the school's achievements, current events and issues relevant to student life.

**SOLUTION** » Soloflight took the publication from a simple school newsletter to a well-designed magazine. Soloflight utilized simple typography, clean design, colorful illustration and strong photographic treatments. The result is a visually strong, thought-provoking custom publication that emphasized the dynamic atmosphere of the school.

**RESULTS** » Holy Innocents' received a great response to the new magazine through reader feedback and increased participation in the school activities. More importantly, the new, engaging magazine inspired a renewed interest in the school and student life.