



TARBUT V'TORAH COMPLETES REBRANDING CAMPAIGN; RELAUNCHES SCHOOL WEB SITE

Irvine, CA --- Tarbut V'Torah, one of the largest Jewish Community Day Schools in the United States, has officially completed its rebranding campaign and has launched a new school web site, according to Acting Head of School, Derek Gavshon.

TVT, which serves over 600 students in grades K-12, officially revealed this week a new school logo, sport logo, school colors and tagline.

“For years the Lower school had a different identity than the Middle and Upper Schools,” said Gavshon. “Now, for the first time, we can tell one story. Our story flows from kindergarten through high school graduation.”

The Lower School, opened in 1991, has used blue and purple as part of its identity while the Middle and Upper Schools have used the black and gold colors. The school colors are blue, black and gold. TVT integrated the colors of the two campuses to unify the school under one look. The school logo is blue and gold, while the sport logo is black and gold. Team spirit wear and sport uniforms will remain black and gold. The school logo is distinctly TVT's and reflects pride in being a Jewish school. The school tagline is the culmination of what TVT's excellent secular and Jewish education provides your children....*Love Learning. Live Values. Discover Heritage.*

As part of the rebranding campaign, the school has developed new viewbooks, banners and other identity pieces as well as a fresh look to the school web site. The updated version, located at <http://www.tarbut.com> www.tarbut.com, now includes an updated look, new flash photos that showcase the students as well as the campus and provides a fresh prospective on Jewish life in Orange County.

ABOUT TARBUT'VORAH

Located in the heart of Orange County, TVT is the largest Jewish Day School in Orange County, serving students and families from 39 cities in Orange and Los Angeles counties. For more information or to arrange a tour, please visit www.tarbut.com or call 949-509-9500 x1102.