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THE NEW LOOK OF CHRISTIAN HERITAGE ACADEMY

Christian Heritage Academy (CHA) has been providing Christian education and training since 1972, with a vision of training American Christian leaders for every sphere of society. CHA is a fully accredited, private Christian school serving families of the Oklahoma City metropolitan area from grades Pre-K through high school. Committed to excellence in academics, athletics, and the fine arts, CHA is sending out leaders prepared to influence others for the sake of Christ and the glory of God.

However, the look of this fine institution needed a refresher.

After several years of using a variety of visual and verbal identities, the academy needed a concise brand to tie everything together—an update to mirror their mission of building a stable life for the students they produce. Susan DeMoss, Associate Headmaster of CHA, wanted to get to the heart of the matter.

“I knew Kimray helped with a branding guide for Crossings Christian School some years ago, and we needed to refine our identity at CHA. I didn’t want just a logo. We needed to be clear in our mission, our vision, and our direction. If you know CHA, you know words matter. So, we needed to have a branding guide and a voice that reflected this from top to bottom.”

Kimray’s relationship with CHA goes back several decades. As a long-time community partner, Kimray has supported a number of CHA initiatives. But getting to know the school’s future direction would require a deeper dive into who they are and what they stand for.

“When we first started talking to CHA, we discussed a few images initially, but the opportunity seemed to be deeper for what we could really accomplish,” said Melanie Harr-Hughes, Kimray’s Director of Marketing. “We started working together and identified the initial areas to focus on, what words describe them, and had

sessions with their teaching staff so we had more insight into who they are and where they want to go.”

The initial discovery session to define their mission, vision, and direction took more than six months. Kimray’s marketing team worked in tandem with CHA’s staff to identify their voice. It was only after they established this core message that they focused on how this could be conveyed visually.

“I wanted us to be clear on our needs,” said Susan. “Every brand evokes emotion, an opinion, and a response. I think our image is more than just a logo. So, I wanted to ask questions like, ‘why do we have what we have, and what are we doing?’”

The results that followed include all of the assets an academic institution would need. The design team tasked with creating the new visuals and collateral included Kimray team members Denny Vanderburg, Holly Kosec, and Caleb Cole.

“The new branding designs were created with two purposes: an academic coat of arms and the extracurricular crusader,” said Denny Vanderburg, Graphics and Multimedia Designer. “In the end, it’s awesome seeing how we could create so many elements needed for a school to showcase its branding in full. It’s a fun, large process, and seeing it all together is exciting.”

“They made us templates for everything,” said Susan. “Envelopes. Notepads. Letterhead. Everything that we

needed to maintain the image that we need to project to the public. Our message is clear and concise, and it’s more than I ever hoped for. We’ve already started using the new branding on everything. We gave it to our seniors to use, and we’re really excited to get it out there for the public to see.”

“It was very great to see this come to life,” said Melanie. “Helping them refine their message and develop their voice verbally, as well as visually, was very satisfying. And it’s built a great relationship.”

Susan Demoss echoed this sentiment.

“When we engaged in the branding and visioning process, we knew this would be a good way to go,” said Susan. “We knew there were good people at Kimray. But what we didn’t expect was the long-term relationship—the long-term process and how that remains. I would never have foreseen that. The long-term effects of working with Kimray and forming a relationship with them has been an absolute gift to us.”

“It’s the extra mile that Kimray goes into our relationship that makes the difference. Because of Kimray’s love of people, they have raised the bar for us. The entire project has been a complete trajectory change. It tells you about the level of customer service at Kimray. It’s about process and people. Not product.”



Kimray team members can now use PayActiv to access their earned wages that haven’t been paid yet. This is a new benefit that will allow team members to access wages in any amount between \$40 and \$500 each month.

There are no interest fees or hidden charges, only a flat fee of \$5 is added to the amount accessed. On the team member’s next regular pay date, the total amount accessed plus the \$5 will be withheld from that check.

PayActiv also has additional benefits. If you need access to an Uber ride, you can schedule one through the PayActiv app! The cost of the ride will be deducted from your next regular paycheck.

To get started with PayActiv, there are instructions for downloading the app, connecting your bank account, and accessing your earned wages in Kronos. If you have additional questions, reach out to mblessing@kimray.com.