



**Milwaukee
Lutheran**
MIDDLE & HIGH SCHOOL

BRANDING UPDATE

Milwaukee Lutheran Branding Update

Here come the Red Knights!

We are proud to share an exciting new chapter in the history of Milwaukee Lutheran. With the launch of our new middle school in 2026-27, our name will now reflect the full scope of who we are: Milwaukee Lutheran Middle & High School—or simply, Milwaukee Lutheran.

This is not just an extension to who we are – it’s a natural next step in our vision for Milwaukee Lutheran. Our heart is to walk alongside students sooner, support families more fully, share God’s word with more students, and guide young leaders during the critical years of their educational journey.

As we move forward, we are also introducing a refreshed identity—one that connects our proud history to our bold future.

With a renewed identity and an expanded vision, Milwaukee Lutheran stands ready for what’s next. The future is bright— it’s Red Knight red.

**“Be on your guard; stand firm in the faith; be courageous;
be strong. Do everything in love.” – 1 Corinthians 16:13-14**



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The Academic Look:

Our new academic mark is a shield, symbolizing strength, protection, and our commitment to academic excellence. It echoes the familiar shield once seen throughout our campus, such as on the exterior of our Fieldhouse—offering a sense of both continuity and renewal.

At the center is a Greek cross, grounding us in Christ and connecting us to the larger Lutheran High School Association. A torch honors our founding vision—“Light a Lamp of Lutheran Learning”—and represents our call to be a light in the City of Milwaukee, igniting young minds with truth and purpose. As the first Lutheran high school in the nation, we’ve been proudly lighting the way for more than 120 years.

Three horizontal arrows complete the mark, reflecting our relentless drive to move forward. They represent growth, progress, and the Trinity—Father, Son, and Holy Spirit—reminding us that our mission is both bold and sacred.

To bring fresh clarity and consistency to our brand, we’ve refined our color palette. Our new bright red reflects boldness and passion, perfect for apparel and spirit wear. A light gray offers a softened, contemporary touch, while a deep maroon provides depth and tradition—together, these colors give Milwaukee Lutheran a vibrant and unified visual identity.

Primary Academic Mark



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Academic Seal



Colors





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BRANDING UPDATE

The Athletic Look:

The Red Knight spirit continues—stronger and bolder than ever. Our athletic branding remains rooted, with the recognizable Red Knight Helmet continuing to serve as the primary athletic mark. This symbol of strength, courage, and resilience represents not just our teams, but the heart of our school community.

With the introduction of our refined color palette—including a bright, bold red, light gray, and deep maroon—our athletic identity has been refreshed to reflect the same unity found in our academic brand.

We've also introduced a slightly updated athletic font—designed for better usability across uniforms, gear, and facilities—making sure our message is clear on and off the field.

The energy of our athletic program is unmistakable. It's fearless and loud. It rises to challenges. It embodies the spirit of the Knight—strong, loyal, and ready to protect and uplift one another.

This is Red Knight pride. Here come the Red Knights!

**MILWAUKEE
LUTHERAN**



RED KNIGHTS



The Tagline: Where Loves Rules & Leaders Rise.

We are proud to align our brand, mission, vision, and core values with the broader WeTeachTruth family of schools, creating a shared sense of purpose across our campuses. At the same time, Milwaukee Lutheran holds a distinct identity—rooted deeply in the city we serve and the lives we impact every day.

Our new tagline, Where Love Rules & Leaders Rise, reflects the heart of who we are and what sets Milwaukee Lutheran apart.

Where Love Rules

At Milwaukee Lutheran, Christ's love reigns throughout our school in the hearts of our teachers, staff, students, families, alumni, and community. It unites us, inspires us, and fuels the deep, lasting relationships that define the Red Knight experience. In a world that often feels divided, love binds us together and calls us to lift one another up.

And Leaders Rise

Every student is created with God-given potential and it's our mission to help that potential rise. Milwaukee Lutheran is committed to developing the next generation of leaders by providing exceptional academic programs, meaningful opportunities, and a faith-based foundation for life. From Milwaukee to across the country, our alumni are proof that the Red Knight legacy is one of impact, service, and leadership.

Where Love Rules & Leaders Rise—this is Milwaukee Lutheran.

**“Don’t let anyone look down on you because you are young,
but set an example for the believers in speech, in conduct, in
love, in faith, and in purity.” – 1 Timothy 4:12**