



The Meaning Behind Our School's 60th Anniversary Logo

The design of our 60th-anniversary logo is attributed to the combined efforts of Caroline Heinen (current GISW parent) and Danielle Lair Ferrari (GISW alumna). Each element of the logo was carefully selected to convey a particular meaning and to communicate what matters to us as a school community.

The number *60* is part of an infinity symbol, representing the continuity of past, present, and future. The colorful *puzzle pieces* signify the diversity of our wider school community, which encompasses current and former students, parents, teachers, staff, neighbors and friends. The free-floating pieces create the appearance of movement, a dynamic of our German International School based in the nation's capital. Much like the members of our school community, some pieces seem to be coming together while others are moving apart, but all contribute to forming the number *60*. This *puzzle-piece* technique communicates our desire to build and maintain lasting connections with our GISW alumni: Once a Griffin, always a Griffin. The joyous "confetti effect" is in celebration of six decades of excellence as a German school in the North America Region. The use of school colors (blue, red, and yellow) represents the pride we feel in our school and in the students that we serve. Our school motto encircles the number *60* as a commitment to the guiding principles that we hold dear. And lastly, the typeface for *GISW* was chosen as a fresh new design element to launch our ever-evolving school into the next decade.



Caroline Heinen

is a GISW parent of Olivia Heinen in class 3B. She and her family have been members of the German International School community for 6 years and counting. Born and raised in the DC Metro area, Caroline graduated from American University and worked as a designer in NYC for almost a decade. She then moved to Berlin, Germany with her husband, where their daughter was born and has now settled back in DC working in real estate. Being raised bilingual as a first-generation American, living in different cities and countries, and having an evolving career, Caroline feels very connected to the ideas behind the celebration of the 60th Anniversary of the German International School.



Danielle Lair-Ferrari

Danielle Lair-Ferrari, passionate about design and communication, currently lives in New York and attends The New School, Parsons School of Design as a senior (majoring in communication design with a minor in printmaking.) Outside of school, Danielle keeps busy working with two startups and doing design projects for a department at the Parsons School of Design. As a GISW alumna (Abitur 2018) and having spent 13 years at the school, Danielle considers the GISW her second home. Over the years, she has lent her talents and made valuable contributions to expanding the school's merchandise offerings. Her design creations include the school's Alumni t-shirt, which bridges the old school name *DSW* with the new *GISW*, a shirt to honor beloved former school coach, Chris Barker, and the Class of 2021 Abitur banner. Born into a multi-cultural family, Danielle feels at home in Buenos Aires, Vienna, and Washington, D.C.