



SCHOOLZINE

Catholic Website Concepts

Website concepts created for
contemporary Catholic education.

Act Justly
Love Tenderly
Walk Humbly
Micah 6:8

THE OPENING

Great Catholic school websites
do more than share information.
They express identity.
They nurture belonging.
They carry mission.
They reflect community.

A school's website is often the first place a family meets its community, where parents sense whether a school will know their child and share their values. For a Catholic school it carries more, and these concepts were made to hold that identity and mission the way it is lived each day, in classrooms and playgrounds rather than in symbols.



WHAT FOLLOWS

This is a collection of website concepts created specifically for Catholic education. Each one is a considered creative direction rather than a template, shaped so a school or system can recognise itself and begin a conversation.

It is also a collection made with contemporary safeguarding in mind. Throughout these pages, student photography is created without direct faces to camera. It is a considered approach, and we explain it over the spread that follows.

Schoolzine has built long-standing partnerships with Catholic education communities across Australia and currently works with schools and education offices across 11 Catholic dioceses.

Catholic Primary School Collection

Belonging, formation and the first years of school life.

Catholic Secondary College Collection

Identity, aspiration and the voice of young people through the senior years.

Catholic P–12 College Collection

One community, from the early years to Year 12, and the continuity a P–12 college can offer.

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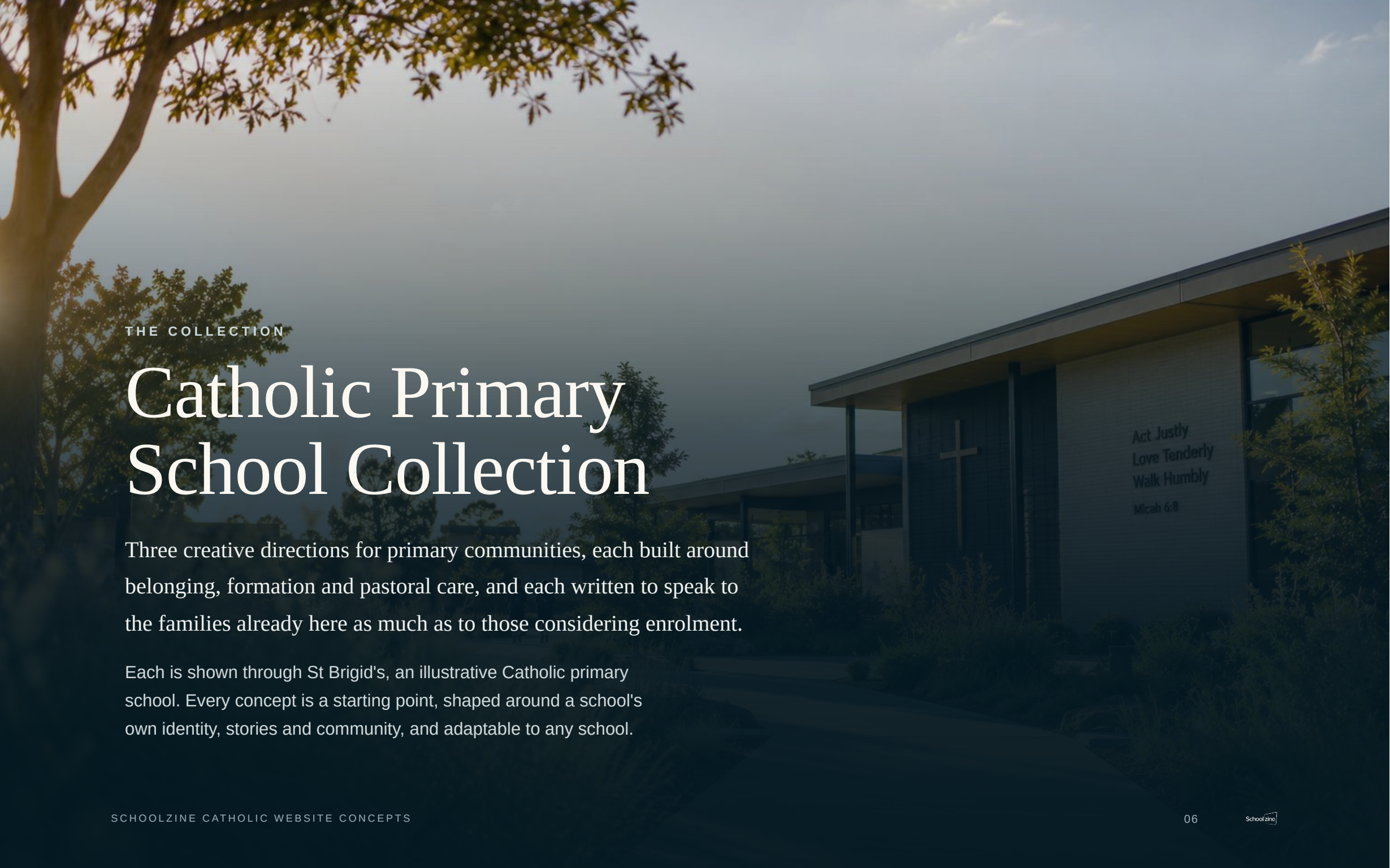
A CONSIDERED APPROACH

Designed with safeguarding in mind.

Across Catholic education, the thinking about student privacy is changing. Some dioceses and education systems are introducing new directions for how children are photographed and shown online, and many schools are weighing the same questions for themselves.

These concepts were created with that shift in mind. Rather than leaning on close, face-to-camera portraits of students, each is designed to carry a school's warmth through gesture, moment and place, so it sits comfortably alongside evolving diocesan policy. Principals, teachers and other authorised adults can still appear naturally if the school chooses.





THE COLLECTION

Catholic Primary School Collection

Three creative directions for primary communities, each built around belonging, formation and pastoral care, and each written to speak to the families already here as much as to those considering enrolment.

Each is shown through St Brigid's, an illustrative Catholic primary school. Every concept is a starting point, shaped around a school's own identity, stories and community, and adaptable to any school.

CONCEPT 01 · IMMERSIVE · STORY-LED

Willow

For the school whose story is best felt.

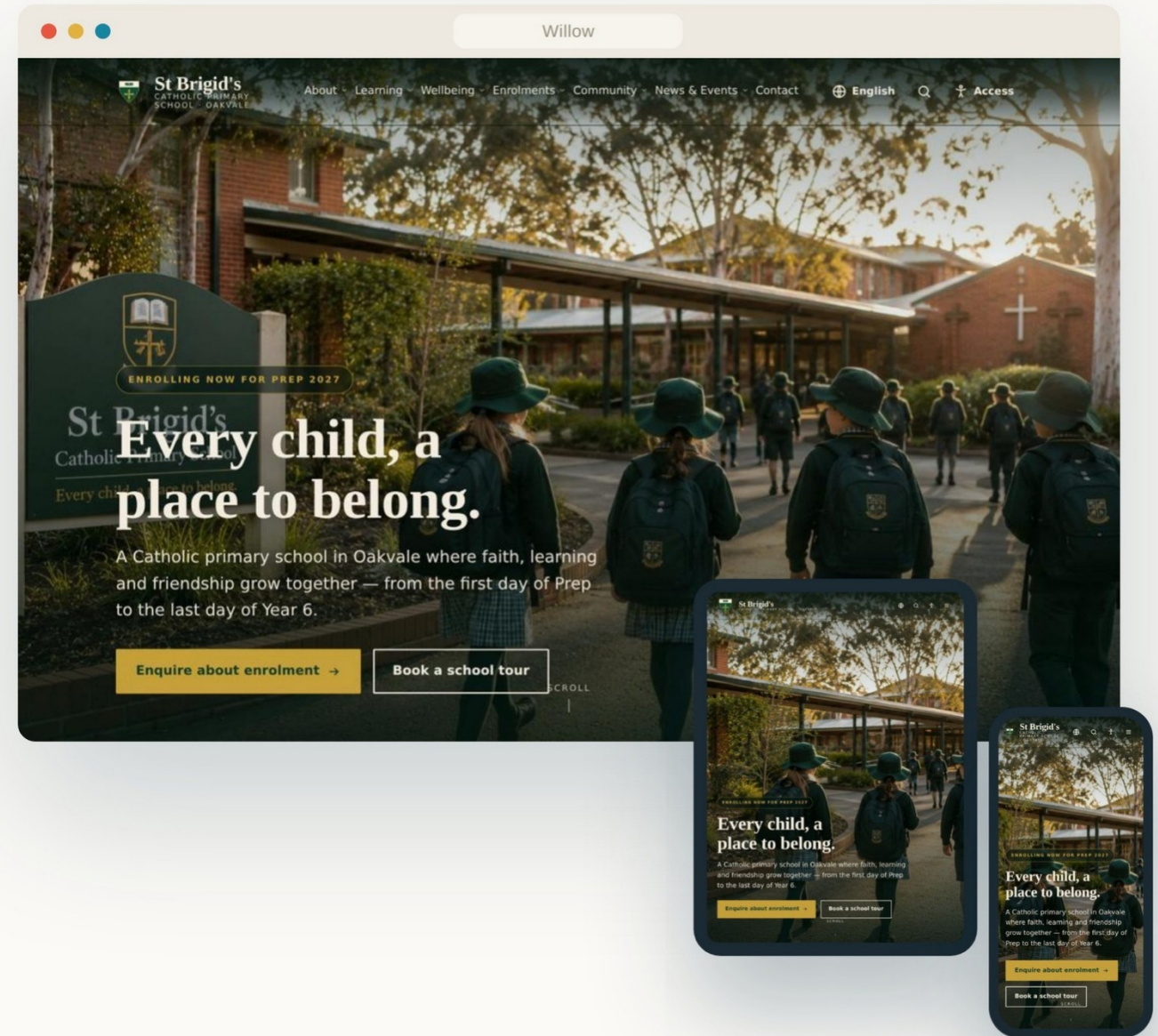
Willow is a warm, photography-led direction built around belonging. It opens on a single, full-screen welcome and lets the life of the school, its faces and its everyday moments, carry the page.

WHO IT SUITS

A school whose warmth, setting and community are its strongest story, and that wants families to feel the place before they read about it.

THE FEELING IT CREATES

Warm, immersive and unmistakably human.

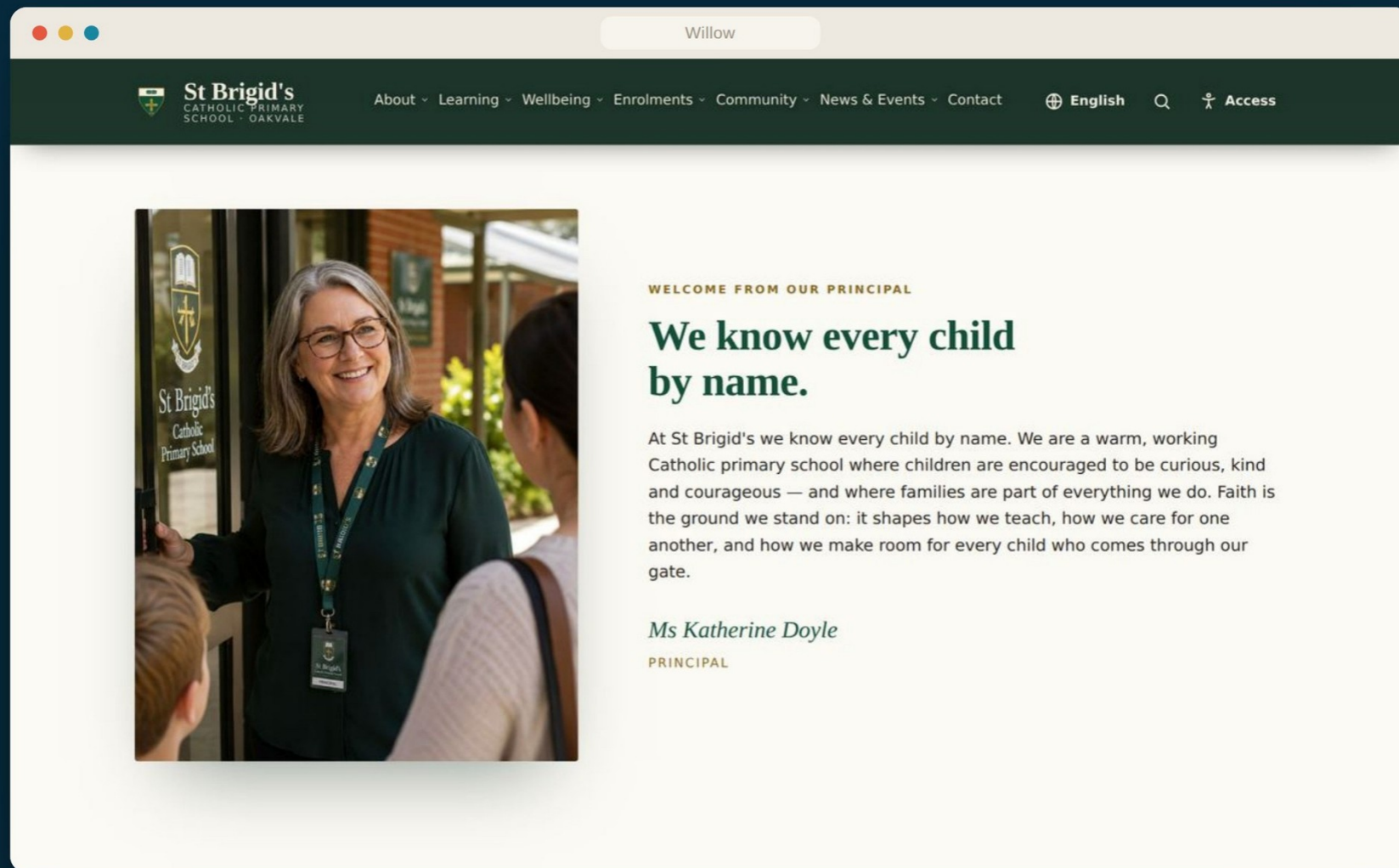


THE HOMEPAGE

A warm, photography-led homepage where the school's story is felt before it is read.

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ONLINE

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WELCOME FROM OUR PRINCIPAL

We know every child by name.

At St Brigid's we know every child by name. We are a warm, working Catholic primary school where children are encouraged to be curious, kind and courageous — and where families are part of everything we do. Faith is the ground we stand on: it shapes how we teach, how we care for one another, and how we make room for every child who comes through our gate.

Ms Katherine Doyle

PRINCIPAL

Kindred

For the school that values calm and clarity.

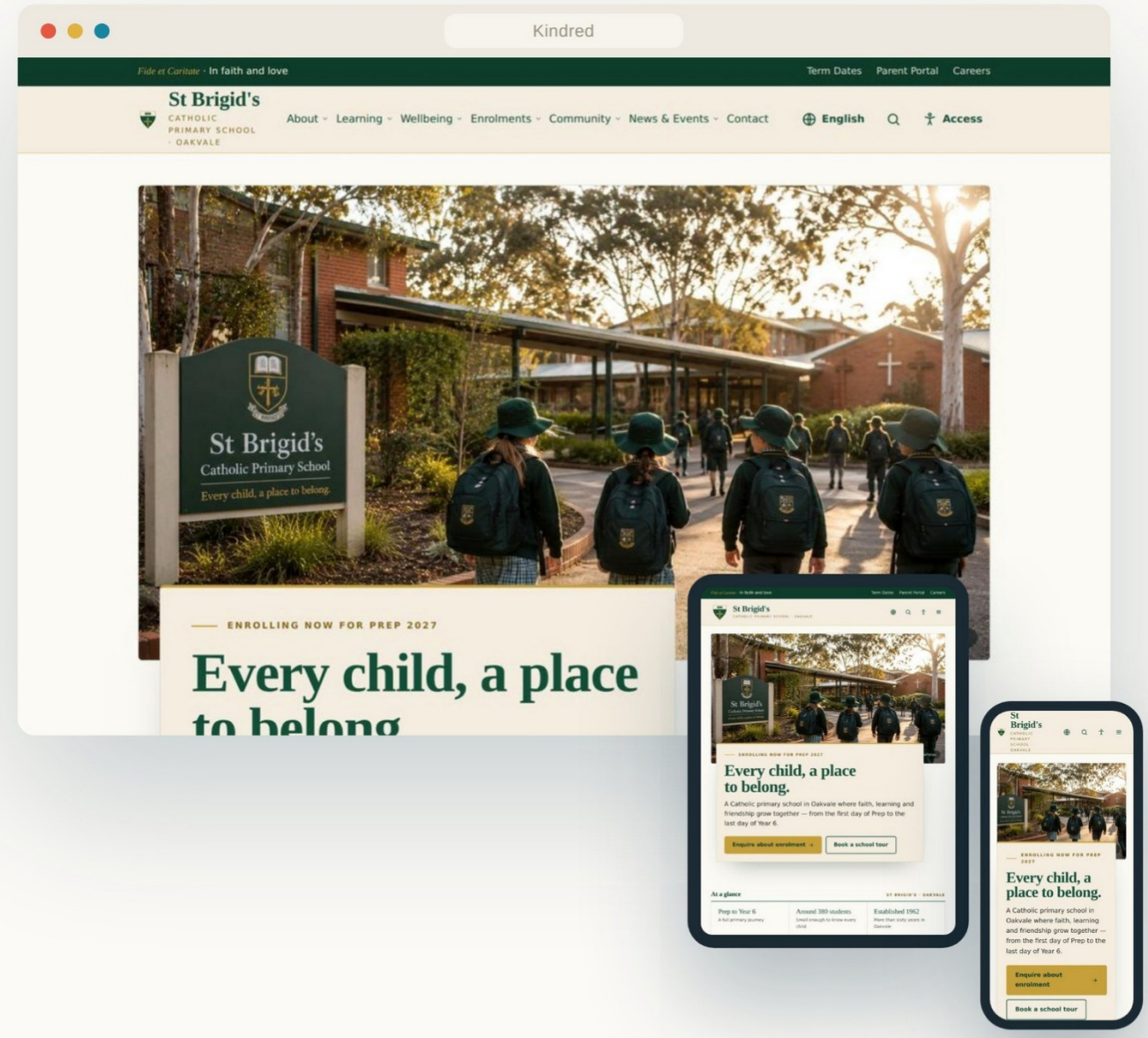
Kindred is a calm, editorial direction that gives a busy school a sense of order. News, dates and stories sit in a clear, magazine-like rhythm, framed by generous space.

WHO IT SUITS

A school that values clarity and structure without losing warmth, and wants the families already there to feel a strong, everyday sense of belonging.

THE FEELING IT CREATES

Composed, welcoming and quietly confident.

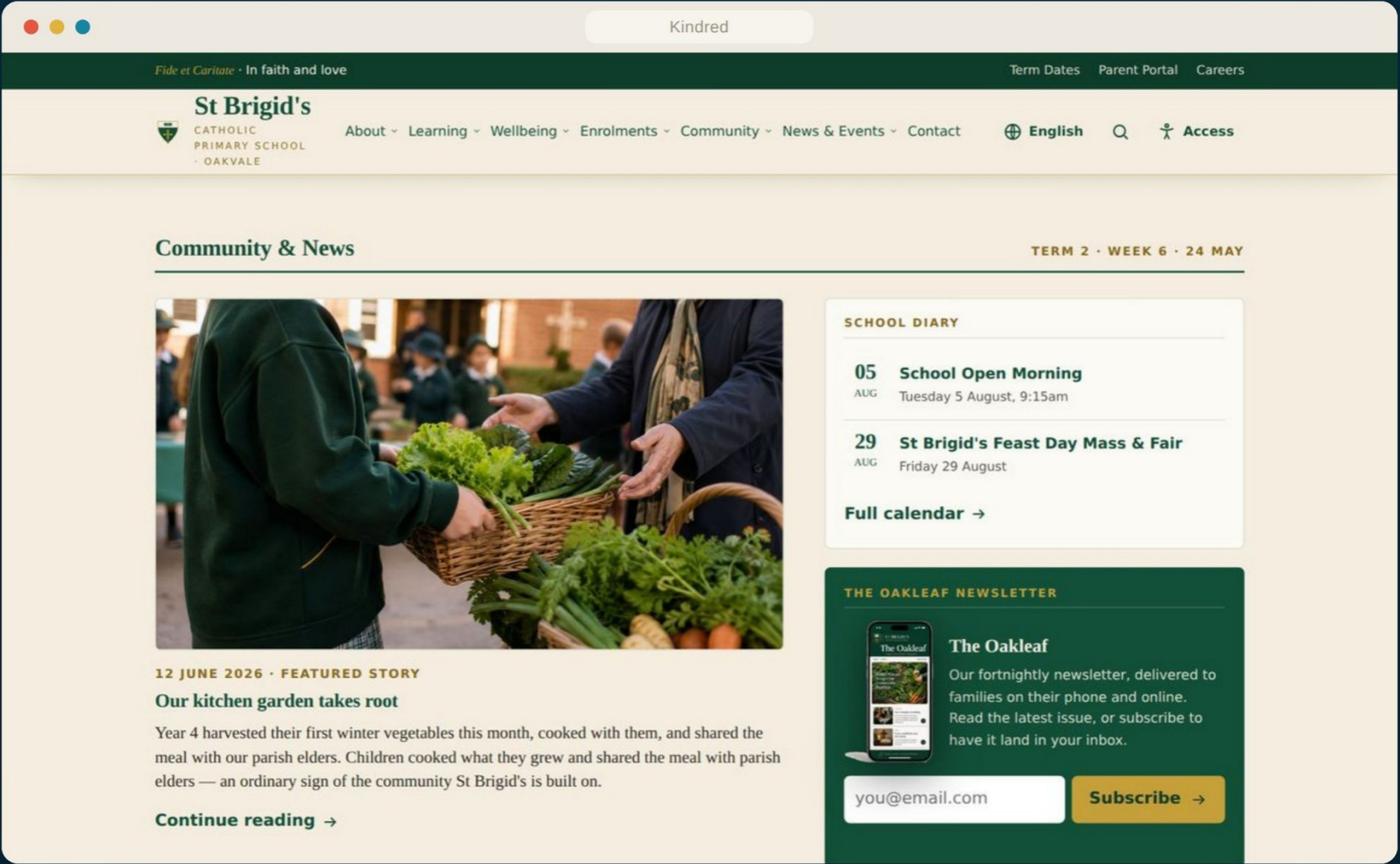


THE HOMEPAGE

A calm, editorial homepage that gives a busy school order, with news and story in a clear rhythm.

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Beacon

For the school with a strong sense of itself.

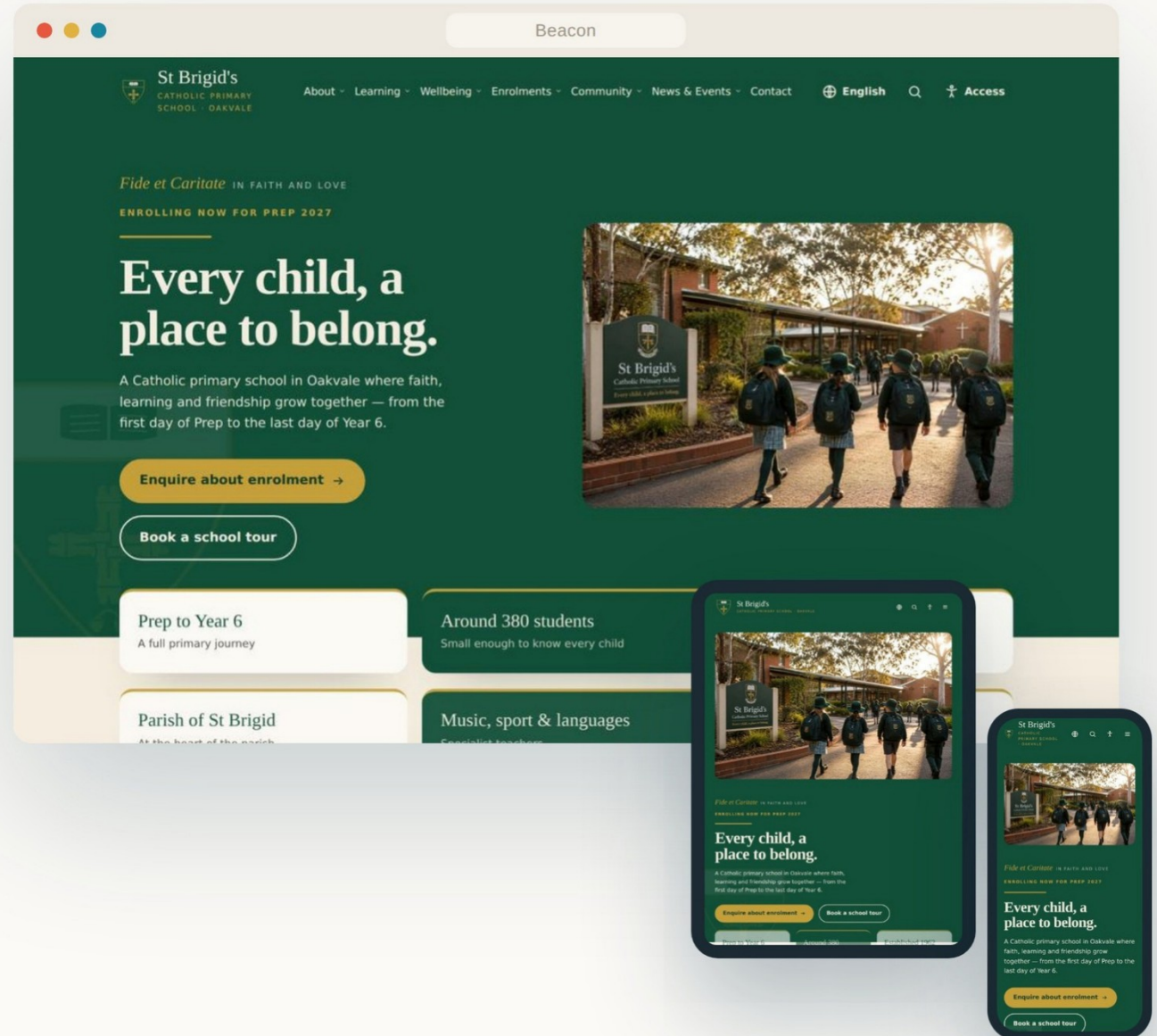
Beacon is a bold, identity-led direction for a school with a clear sense of who it is. Colour and character lead, stating the school's identity with confidence before guiding families to what they need.

WHO IT SUITS

A confident school with a distinct identity and voice, that wants its character felt from the very first moment.

THE FEELING IT CREATES

Confident, contemporary and proud.

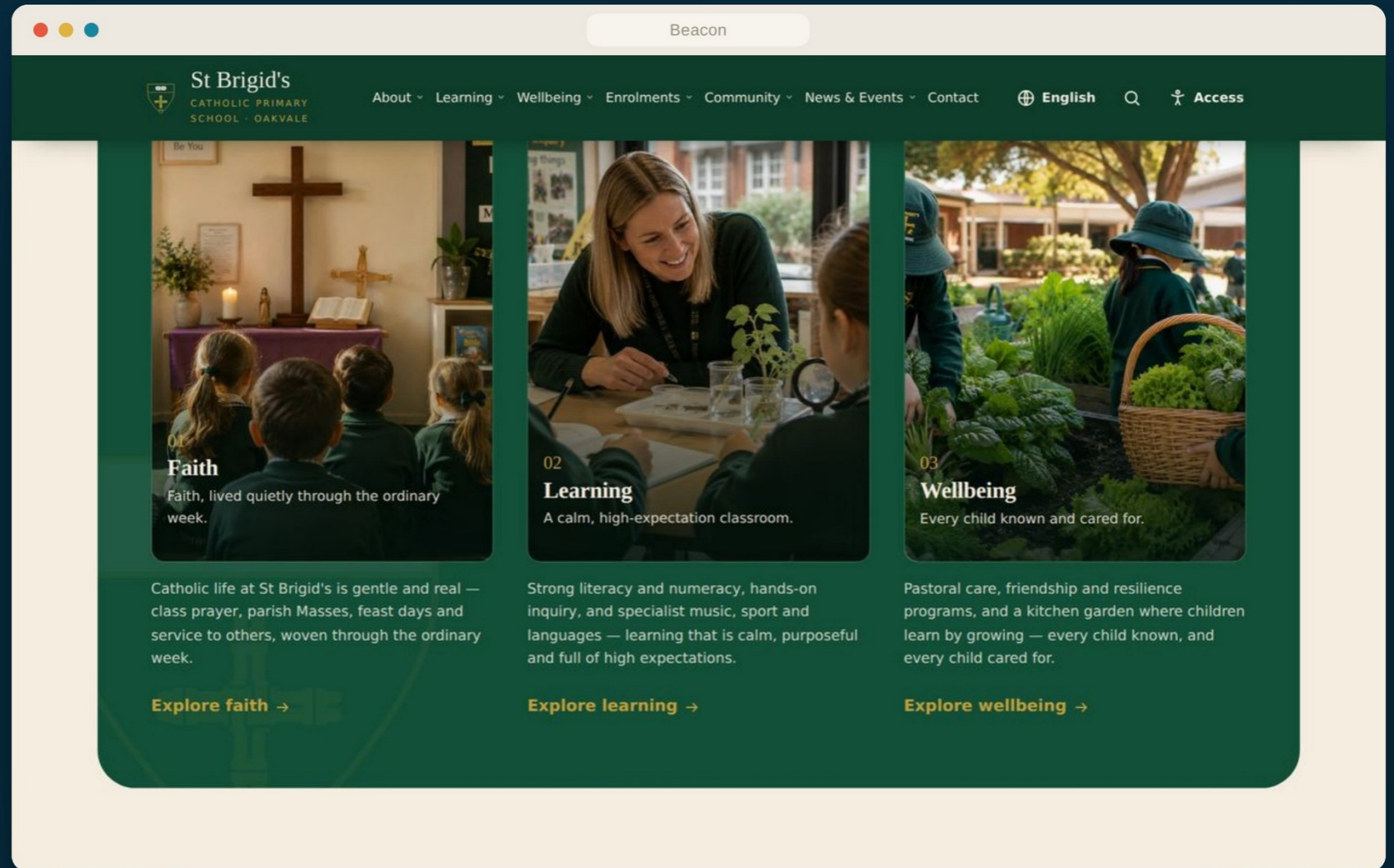


THE HOMEPAGE

A bold, identity-led homepage where the school's colour and character set the tone from the first screen.

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THE COLLECTION

Catholic Secondary College Collection

Three creative directions for Catholic secondary colleges, built around identity, aspiration and the formation of young people through the senior years, and written to speak to families and students alike.

Each is shown through St Canice's College, an illustrative Catholic secondary community. Every concept is a starting point, shaped around a college's own identity, story and community, and adaptable to any school.

Keystone

For the college whose history still shapes today.

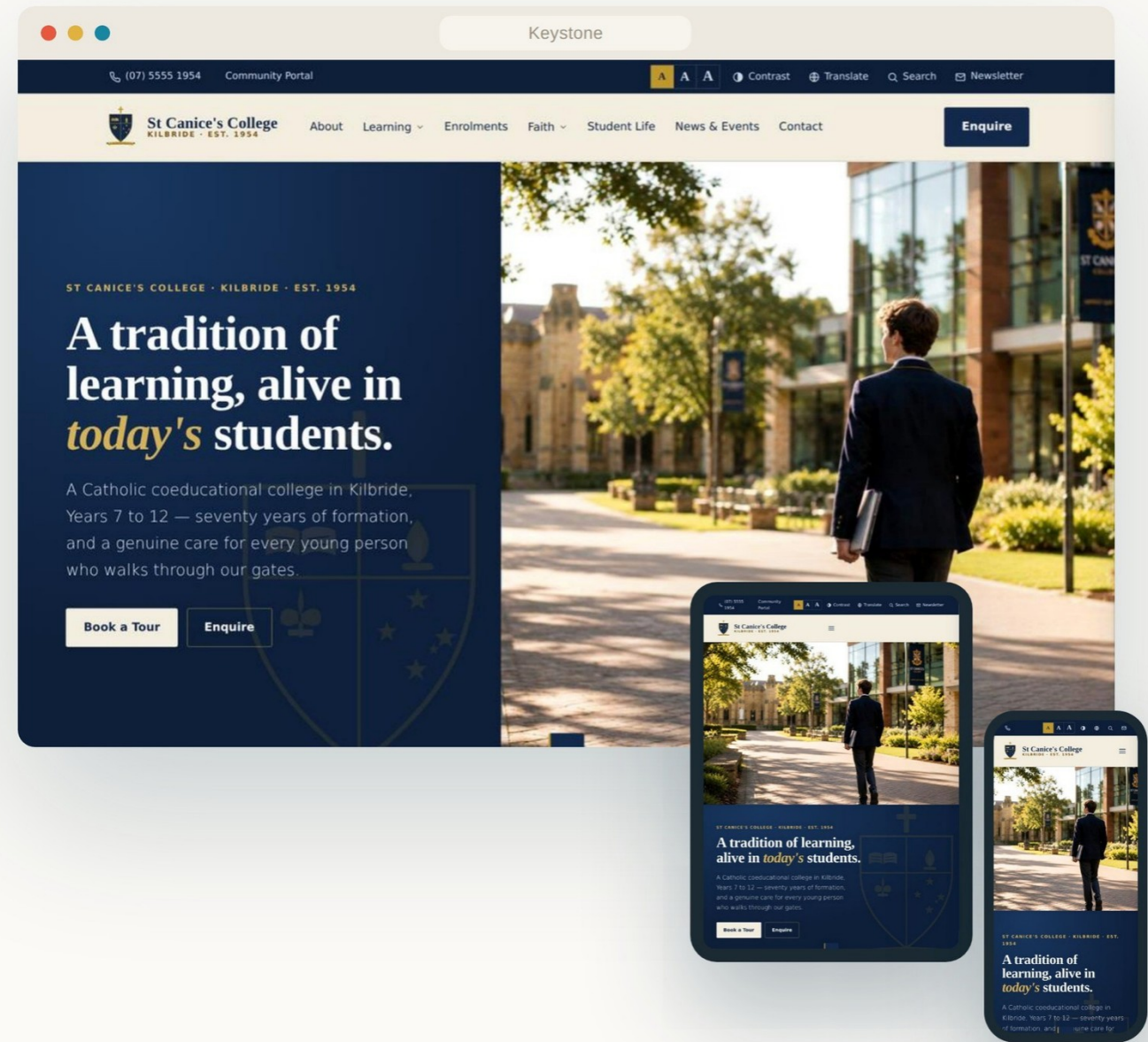
Keystone is a heritage-led direction for an established college, where tradition is a living thing rather than a museum. It carries a school's history with quiet confidence and shows how it still shapes the students of today.

WHO IT SUITS

An established college with a long history and a strong sense of tradition, that wants families to feel its heritage and its care in the same breath.

THE FEELING IT CREATES

Assured, warm and quietly proud.

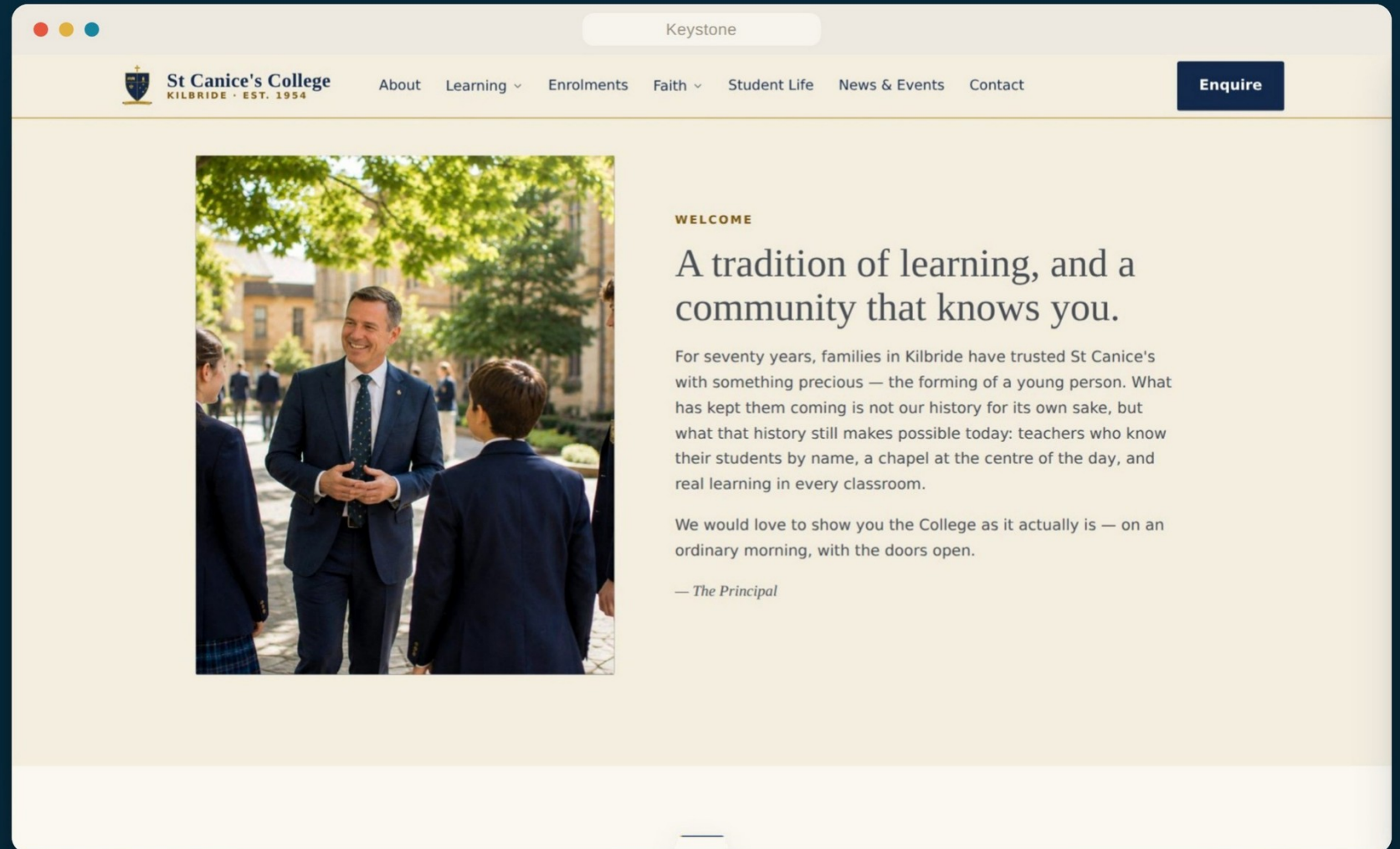


THE HOMEPAGE

A heritage-led homepage where an established college's history is felt as something still alive today.

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Ascent

For the college that aims high, with warmth.

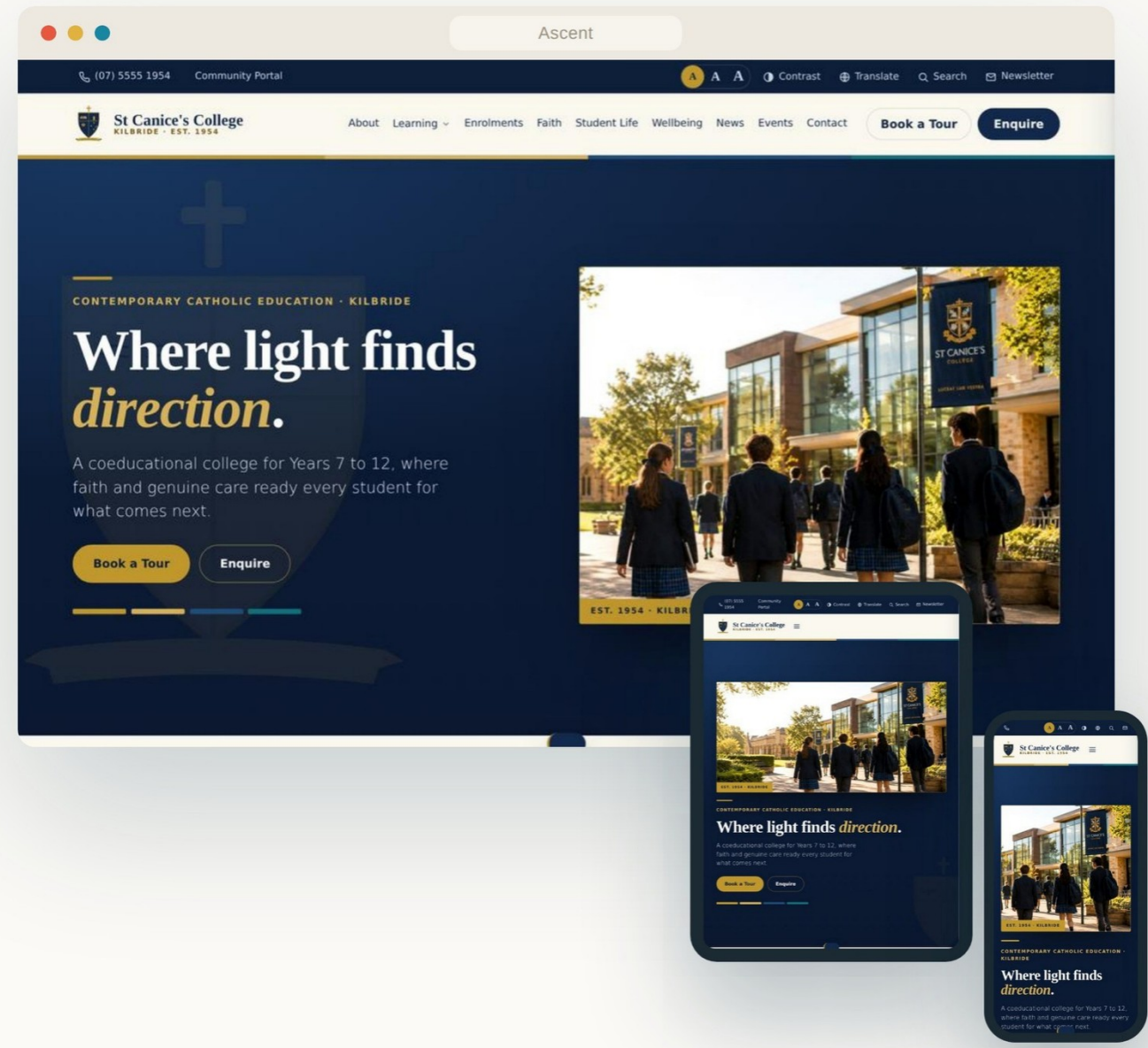
Ascent is a bold, aspirational direction for a college proud of its standards. It sets expectations high and holds them with warmth, showing families where a young person's curiosity can lead.

WHO IT SUITS

A college with a strong academic identity and high aspirations, that wants families to feel its ambition and its warmth in the same breath.

THE FEELING IT CREATES

Confident, aspirational and full of momentum.

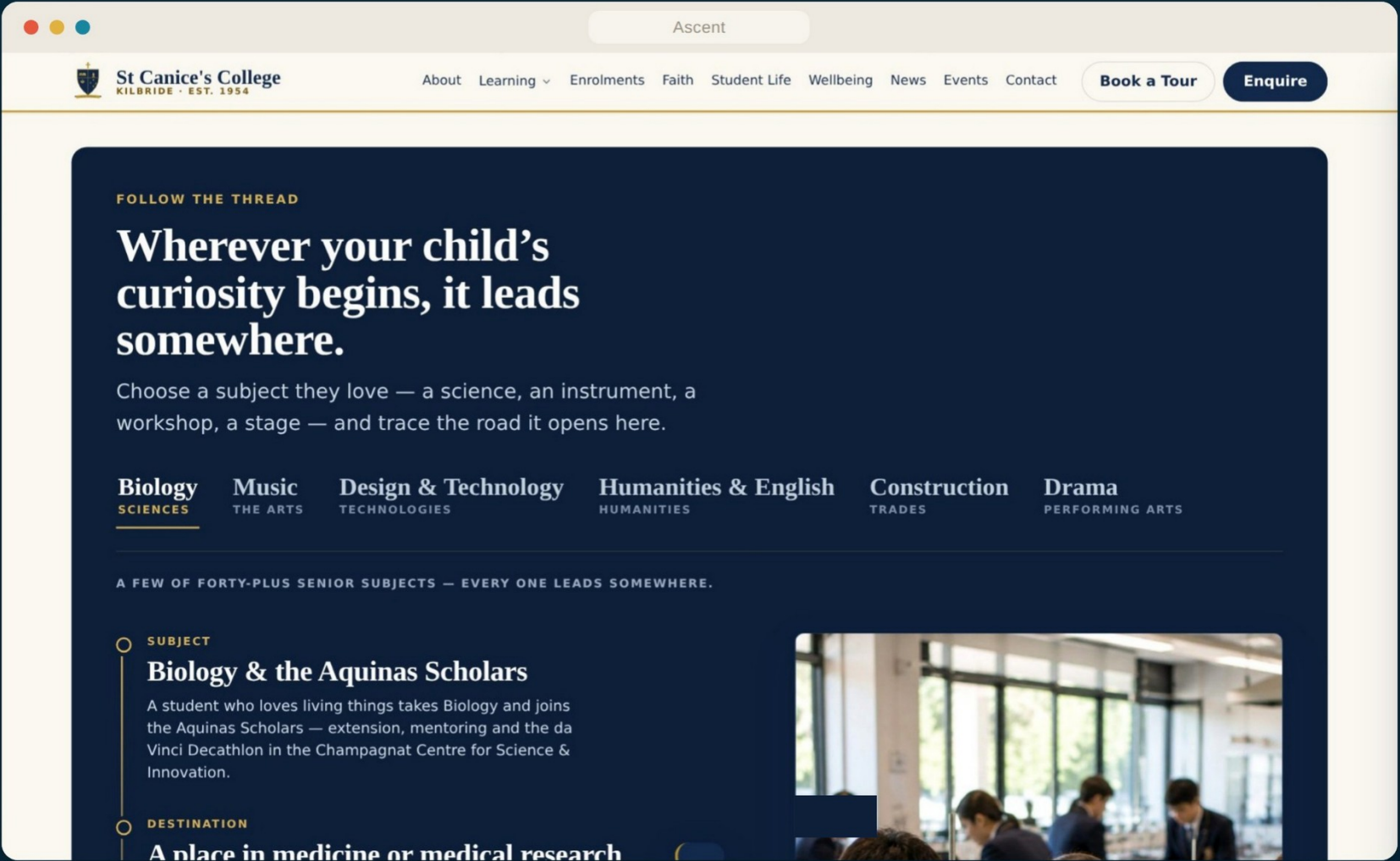


THE HOMEPAGE

A bold, aspirational homepage that shows families where a young person's curiosity can lead.

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Harbour

For the college where every student is known.

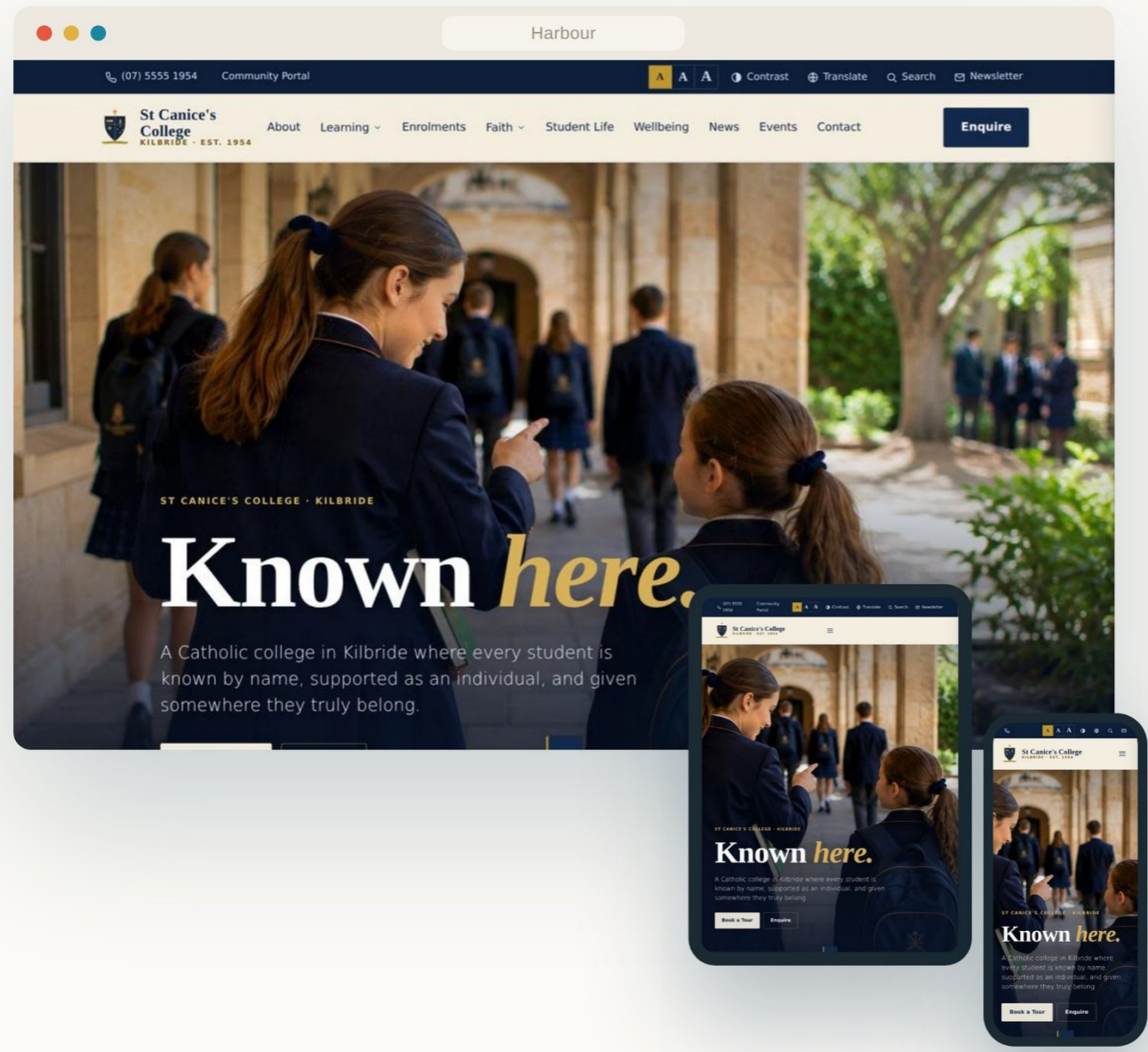
Harbour is a warm, pastoral direction built around being known. It puts belonging and genuine care at the centre, and reassures families that their child will be recognised, supported and held through the senior years.

WHO IT SUITS

A college where pastoral care and belonging come first, and that wants every family to know their child will be recognised and supported.

THE FEELING IT CREATES

Warm, personal and deeply reassuring.

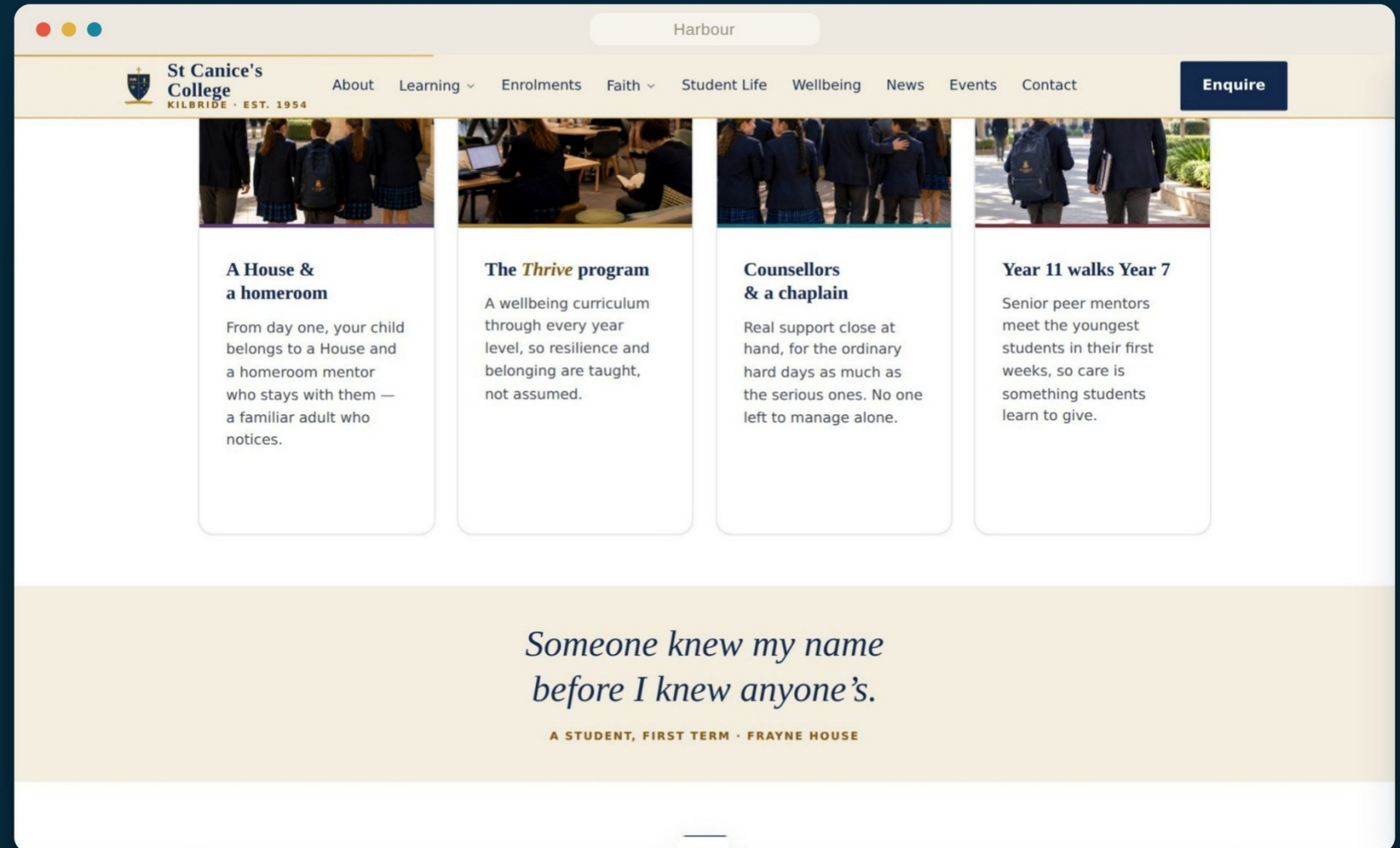


THE HOMEPAGE

A warm, pastoral homepage built around belonging and the promise that every student is known.

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THE COLLECTION

Catholic P–12 College Collection

Three creative directions for Catholic colleges that hold a child across the whole of school, from the early years to Year 12, built around continuity, community and the care that carries every stage.

Each is shown through Nazareth Catholic College, an illustrative P–12 community. Every concept is a starting point, shaped around a college's own identity, story and community, and adaptable to any school.

Meridian

For the college measured in the whole of a childhood.

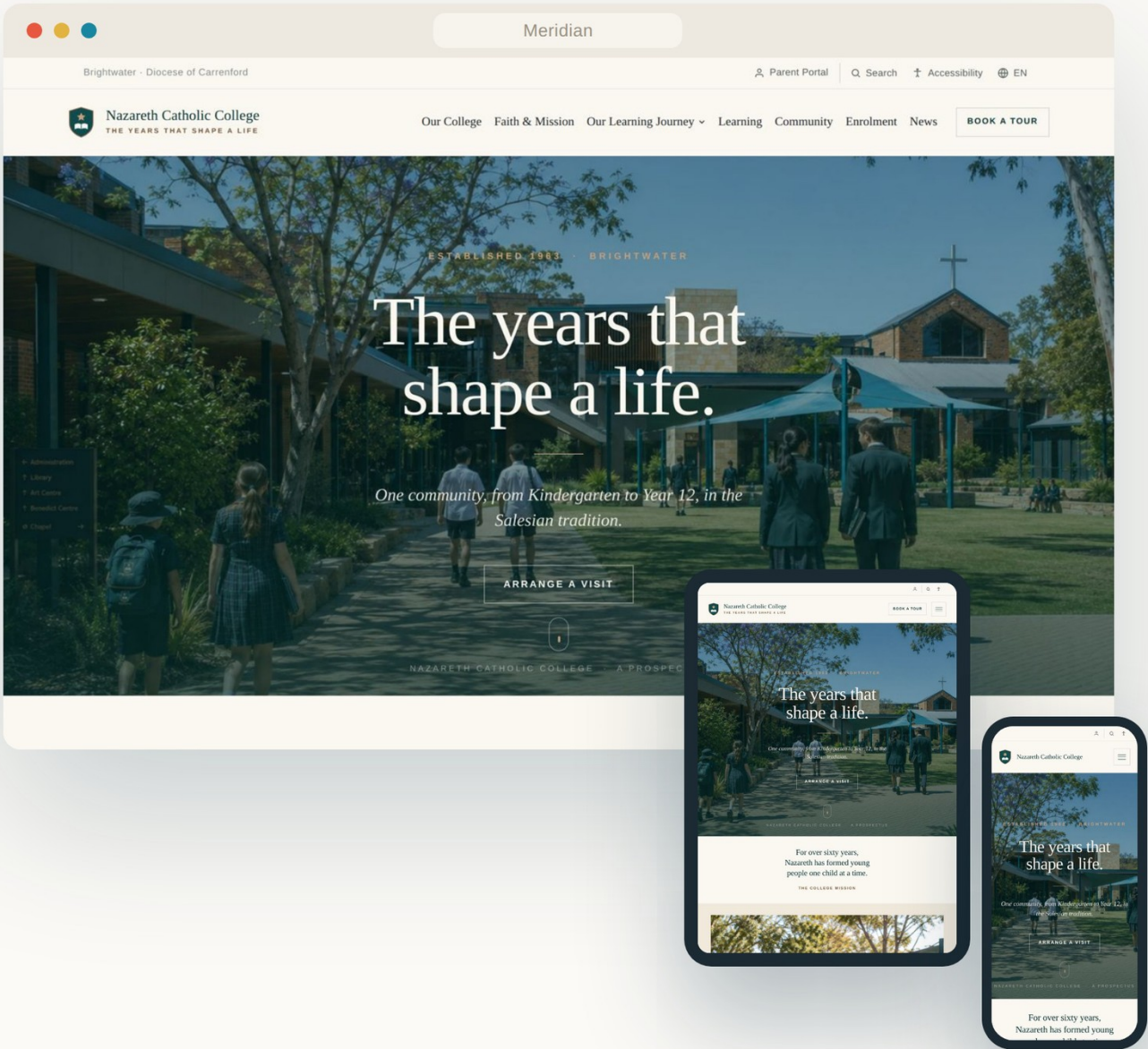
Meridian is a heritage-led direction for an established P–12 college, where sixty years and one unbroken journey are the reassurance. It reads as chapters of a single story, with continuity felt through pacing and typography rather than drawn as a line.

WHO IT SUITS

An established college that holds a child from the early years to Year 12, and wants families to feel the warmth of an education that never has to start over.

THE FEELING IT CREATES

Composed, enduring and quietly assured.

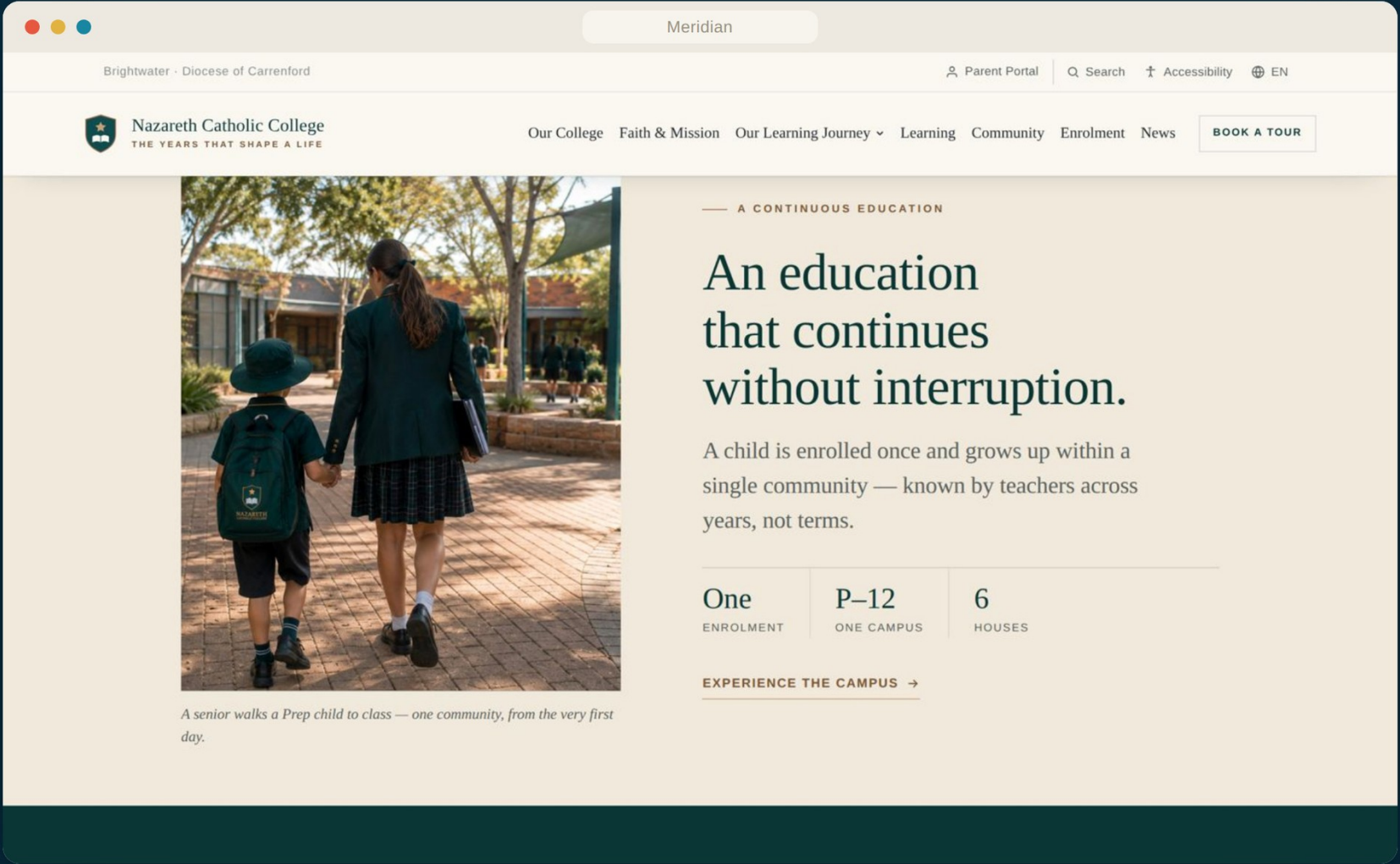


THE HOMEPAGE

A heritage homepage that reads as one continuous story, where each stage is a chapter and continuity is felt, never diagrammed.

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Hearth

For the college that meets each family where their child is now.

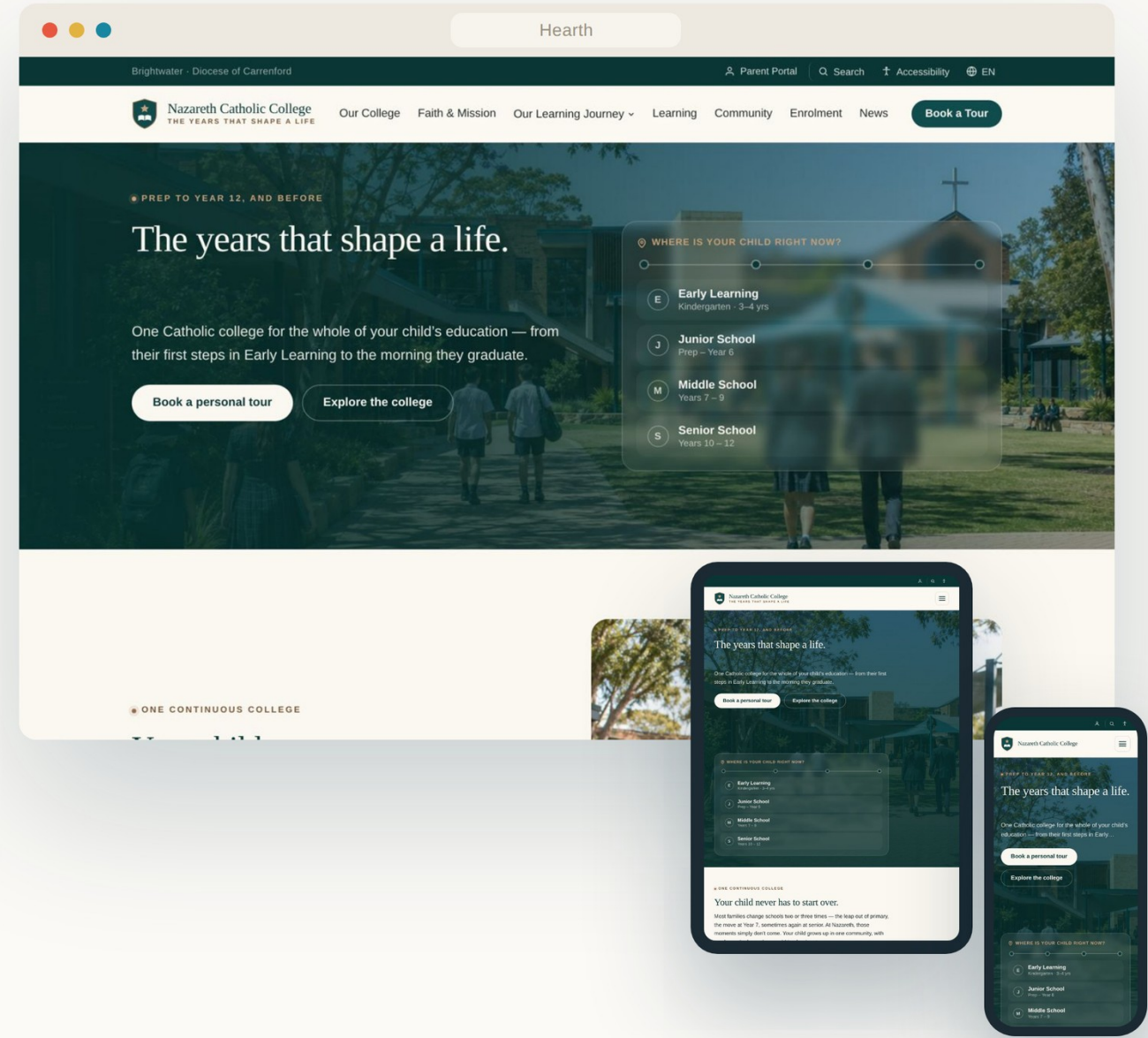
Hearth is the collection's flagship: a contemporary direction built around a single, useful idea. A parent chooses their child's stage and the homepage adapts in place, so the whole college speaks directly to the years that matter most to them.

WHO IT SUITS

A P–12 college that wants every parent, from Early Learning to Year 12, to see at a glance what the school looks like for their child, without losing the sense of one community.

THE FEELING IT CREATES

Modern, warm and immediately relevant.

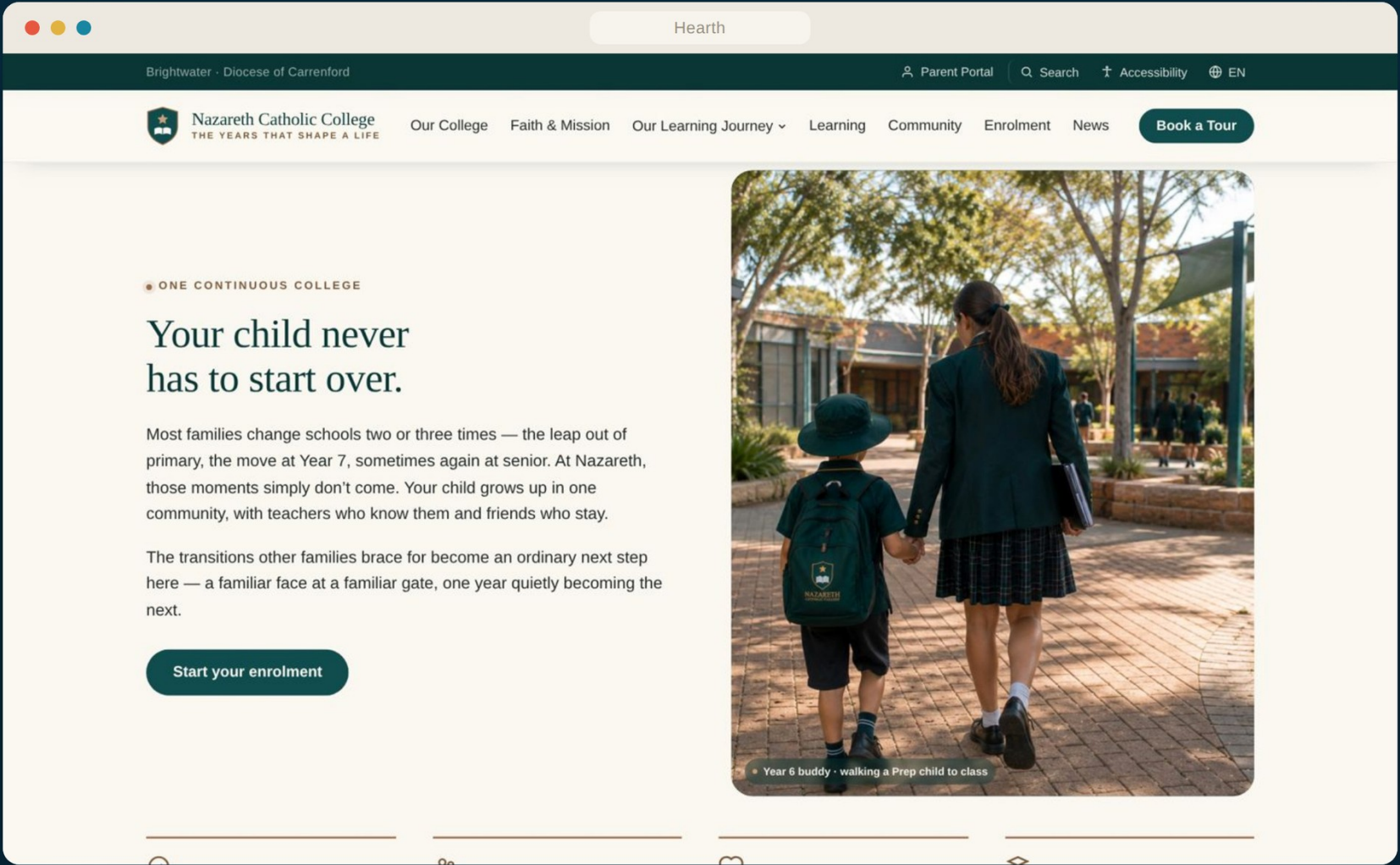


THE HOMEPAGE

A contemporary homepage that adapts to the child: choose a stage and the photography, message and highlights shift to those years.

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Chorus

For the college that would rather show its days than describe them.

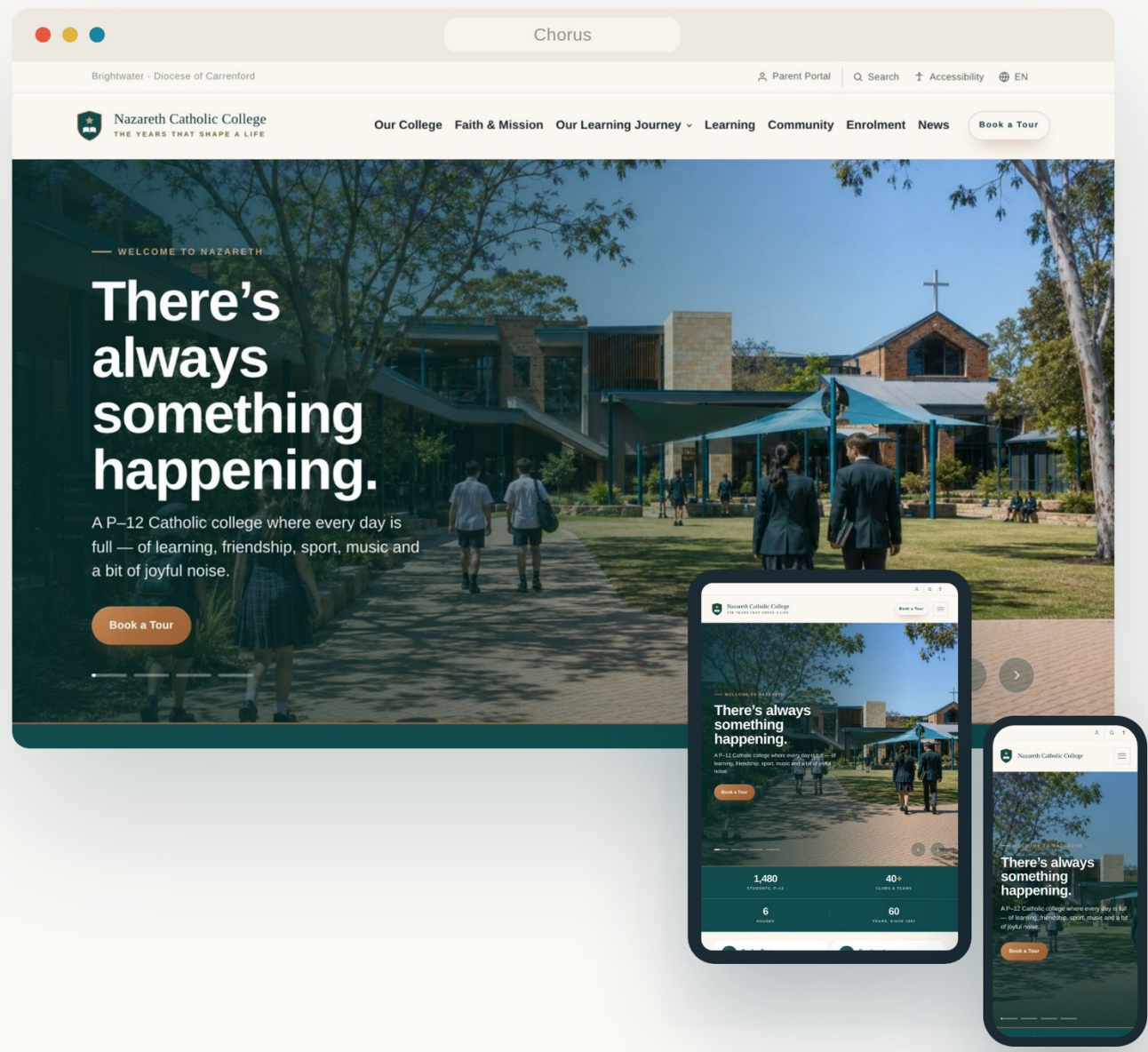
Chorus is a documentary direction that lets everyday life carry the page. Real, unstaged moments across the stages are presented like a photo-essay, the marketing stripped back so a family sees what a year at the college actually feels like.

WHO IT SUITS

A P–12 college whose cross-age, everyday life is its strongest argument, and that would rather be observed honestly than sold to.

THE FEELING IT CREATES

Warm, candid and unmistakably real.

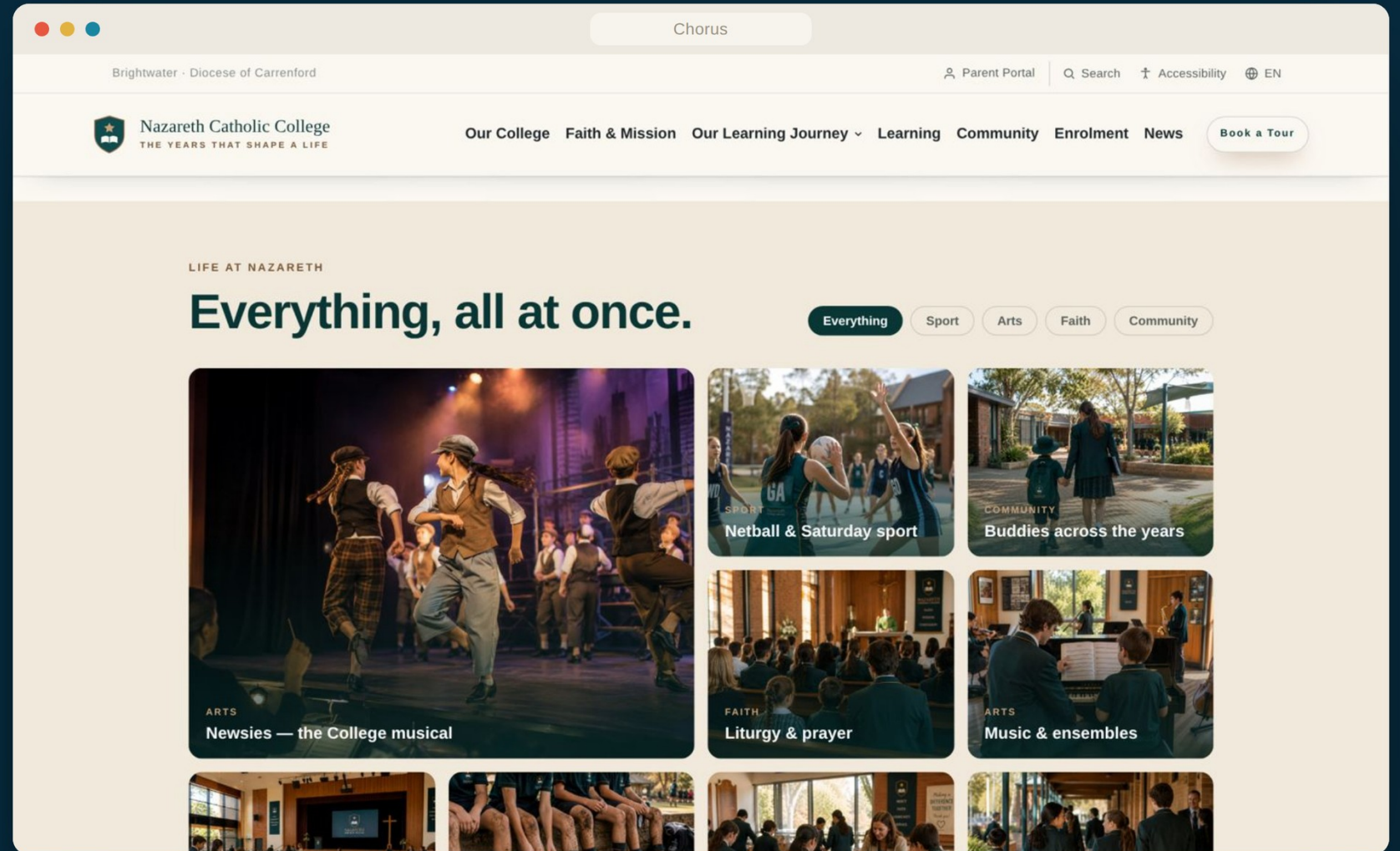


THE HOMEPAGE

A documentary homepage that reads like a photo-essay, following a real year across the college in unstaged, present-tense moments.

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THE UNDERSTANDING BEHIND OUR WORK

Understanding comes first.

Good design for a Catholic school cannot be bought from a shelf, because it does not begin with design. It begins with understanding: of faith lived quietly through a school day, of the pastoral care that holds a community together, and of the responsibilities an education office carries across many schools at once.

That understanding is not theoretical. Schoolzine has built long-standing partnerships with Catholic education communities across Australia, and currently works with schools and education offices across 11 Catholic dioceses. The concepts in this collection are what that experience looks like on the page.

WHAT WE HAVE COME TO UNDERSTAND

Identity and mission

That faith is expressed through the life of a school, not laid over it as decoration.

The individual school

Room for each community's own character, held within a shared framework rather than flattened by it.

Accessibility

Considered from the start and aligned with WCAG, so every family can take part whatever their circumstances.

Safeguarding

Concepts designed to hold their warmth without relying on face-to-camera photography of students, in step with changing policy across some dioceses.

Governance

The standards, consistency and accountability a system needs across many schools.

Belonging and pastoral care

Websites that speak to the families already here, not only to those considering enrolment.

Language and community

Support for reaching families in the languages of their community.

Partnership over time

A long relationship, not a website handed over and left behind, backed by unlimited training and support from an Australian and New Zealand based team.

IN CLOSING

Every Catholic school has its own story. Every community expresses its faith in its own way. Every website should reflect that.

These are directions, not decisions. Many schools find one that already feels close and adopt it much as it appears here. Others keep the direction they love and tailor the parts that matter most: their photography, their colours, the sections that reflect how their school and community really work. And when a school wants something entirely its own, we design it from the ground up. The example is only ever there to bring a direction to life; the direction itself is shaped around your community, your identity and your mission.

If any of this feels like your community, we would love to talk. Not about a website, at first, but about what you want people to feel when they arrive.





BEGIN A CONVERSATION

Let's create something
that feels like your
community.

Supporting Catholic education
across 11 dioceses in Australia.

EXPLORE THE LIVE CONCEPTS

— schoolzine.com/website-concepts