



## FOR IMMEDIATE RELEASE

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Harmony Hill Watertown

S. Barbara Younger, Director of Communications for Mother of God Monastery

605.882.6646

[communications@watertownbenedictines.org](mailto:communications@watertownbenedictines.org)

## NEW LOGOS FOR HARMONY HILL AND THE VILLAGE OF HARMONY HILL

Sister Barb Younger, Director of Communications for Mother of God Monastery, along with her associates, has unveiled the new logos for Harmony Hill and The Village of Harmony Hill.

"As we move forward with our mission of offering a variety of living opportunities: independent, assisted living, and memory care, we felt it was important to renew our logos and their significance."

The new logos for Harmony Hill and The Village were designed by a team at Fresh Produce, a Sioux Falls-based marketing firm that is also helping to craft welcome materials and videos for the project. Fresh Produce collaborated with the team members at Harmony Hill and The Village of Harmony Hill to define and capture the spirit of each project in their respective logos.

For the new Harmony Hill logo, the firm wanted to signal the feeling of openness and light found inside the building and across the natural areas that surround the campus.

"The architect's wonderful use of curved windows on opposite ends of the building to let in so much light served as an inspiration," said Cami Lovely, a graphic designer at Fresh Produce. "I wanted to create a feeling of enlivening upward movement that speaks to the true feel of a visit to Harmony Hill. I chose friendly, warm colors to refresh the logo and make it approachable."

The logo for The Village was crafted to compliment the themes of Harmony Hill, Lovely said.

"Since Harmony Hill and The Village are so tightly connected, I knew they had to live in the same world. I wanted the logo for The Village to express the same warm feelings of illumination and motion captured by the logo for Harmony Hill. The circular shape has multiple points where light can shine through. It was also important to me to connect to Benedictine values in some way. The circle, like The Village, signifies a unified community directing its attention to God, who is the center of life."

S. Barbara Younger also acknowledges that within The Village logo, a subtle orange cross is evident. The circle also represents the continuum of care and the circle of life.

The Village of Harmony Hill is under construction and will offer forty-eight units of Assisted Living and sixteen units of Memory Care Assisted Living. The Village also includes the current independent living community of Benet Place.

To learn more about The Village, or about reserving your apartment, visit [www.villagewatertown.org](http://www.villagewatertown.org), call Lisa Ronke at 605.237.8407, or email [live@villagewatertown.org](mailto:live@villagewatertown.org)