

**BOARD MEMO**

Date: January 18, 2024  
For ACTION   X    
For INFORMATION       

**FROM:** Julia Burgos, Chief of School and Community Relations

**THROUGH:** Melanie Kay-Wyatt, Ed.D., Superintendent of Schools

**TO:** The Honorable Michelle Rief, Chair, and  
Members of the Alexandria City School Board

**TOPIC:** Superintendent’s Final Recommendation for New ACPS Logo

**ACPS 2025 STRATEGIC PLAN GOAL:**

- Goal 1: Systemic Alignment
- Goal 4: Strategic Resource Allocation
- Goal 5: Family and Community Engagement

**SY 2023-2024 PRIORITY AREA:** Academic Achievement Student Supports

- Student Connection and Attendance
- Staff Supports
- Continue Culture Building
- Recruitment and Retention

**FY 2024 BUDGET PRIORITY:**

- Increase Support for Social and Emotional Learning
- Building Upgrades
- Communications Support

**SUMMARY:**

The Office of Communications launched a community feedback form on the new ACPS logo in the December 8, 2023 “Express” and “Insider.” The form was open from Friday, December 8 to December 18, 2023 at 11:59 p.m. We received 362 responses. Following this feedback period, the superintendent is sharing the final recommendation to the School Board for acceptance at its January 18, 2024 School Board meeting. This will allow the Office of Communications to launch the new logo in 2024.

The feedback form invited all ACPS stakeholders to provide input on the two logo options that represent the mission, vision and core values of ACPS in a functional and new design. The Office

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of Communications publicized the feedback form through the division wide newsletters as well as social media. In addition to providing community members with the two logo options, the Office of Communications included the story and meaning behind each logo.

### **DETAILS:**

#### *Rationale for recommending Logo Option One:*

In reviewing the results from the community feedback form and the meaning and story behind “Logo Option One,” the superintendent recommends that we begin use of this logo to begin the brand refresh for ACPS in 2024. The new logo incorporates the George Washington Masonic National Memorial which was inspired by the lighthouse of ancient Alexandria Egypt and designed to reflect the lighthouse in Ostia, Rome. The idea was to spread knowledge, which is symbolized by light, a fitting nod to ACPS. The design also incorporates the water that surrounds Alexandria and translates into a pencil to symbolize learning at the tip of the shield.

### **BACKGROUND:**

The Office of Communications restarted this process based on School Board feedback in June 2022. The Office of Communications presented the options to the Senior Leadership Team for feedback and narrowed it down to two options. Subsequently, the superintendent shared the logo options with the School Board prior to sharing two logo designs with the community.

### **RECOMMENDATION:**

After careful consideration by the ACPS leadership team and consideration of the community input, the Superintendent recommends that the School Board accept Logo One as the new logo and brand to represent Alexandria City Public Schools. Some logo elements may be refined when finalizing the final logo version. The logo would become effective following this School Board meeting and the new branding will be implemented throughout 2024.

### **IMPACT:**

The process will produce a new and refreshed logo that unifies the school division through a clear and concise visual representation of ACPS. It will provide a new brand for the school division that aligns with the core values set forth in our 2025 Strategic Plan: Equity for All.

### **ATTACHMENTS:**

N/A

### **CONTACT:**

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