



ACPS Logo Redesign: Board Presentation

December 14, 2023
School Board Meeting



2020-2025 Strategic Plan: Equity for All

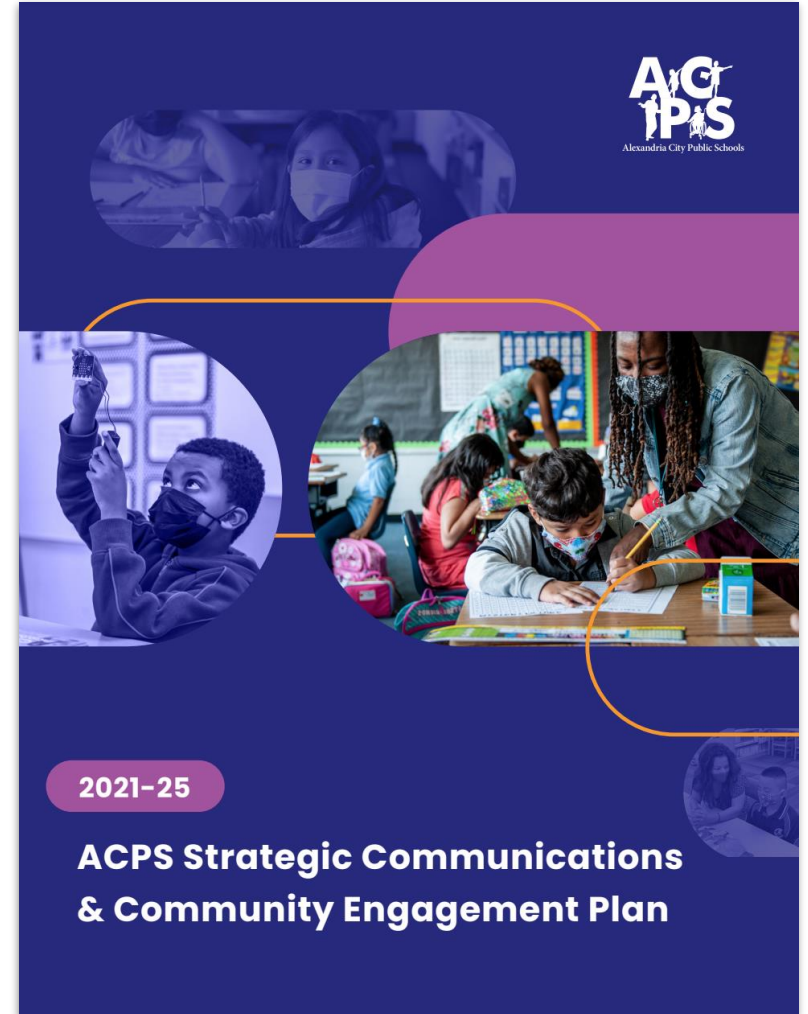
Background





Background: Overview

- ACPS Strategic Communications & Community Engagement Plan Adopted finalized in December 2021.
- Strategy Number Five: Develop rich, compelling and diverse stories showcased in multi-media formats that cast our students, staff and programs as the main characters with ACPS in the supporting role and build upon the ACPS brand.
- Tactic: Redesign the ACPS visual brand and logo





Background: Why Now?

- Current ACPS logo is more than 20 years old and does not include defined color scheme.
- A good logo unifies a large organization under one symbol and is often the first impression many people have with an organization.
- Opportunity to introduce a brand refresh that aligns with our core values



Community Feedback Form

December 8-18, 2024: ACPS invited students, staff, families and the ACPS community to share its input on the two logo options for consideration in the superintendent's final recommendation to be shared with the Alexandria City School Board.

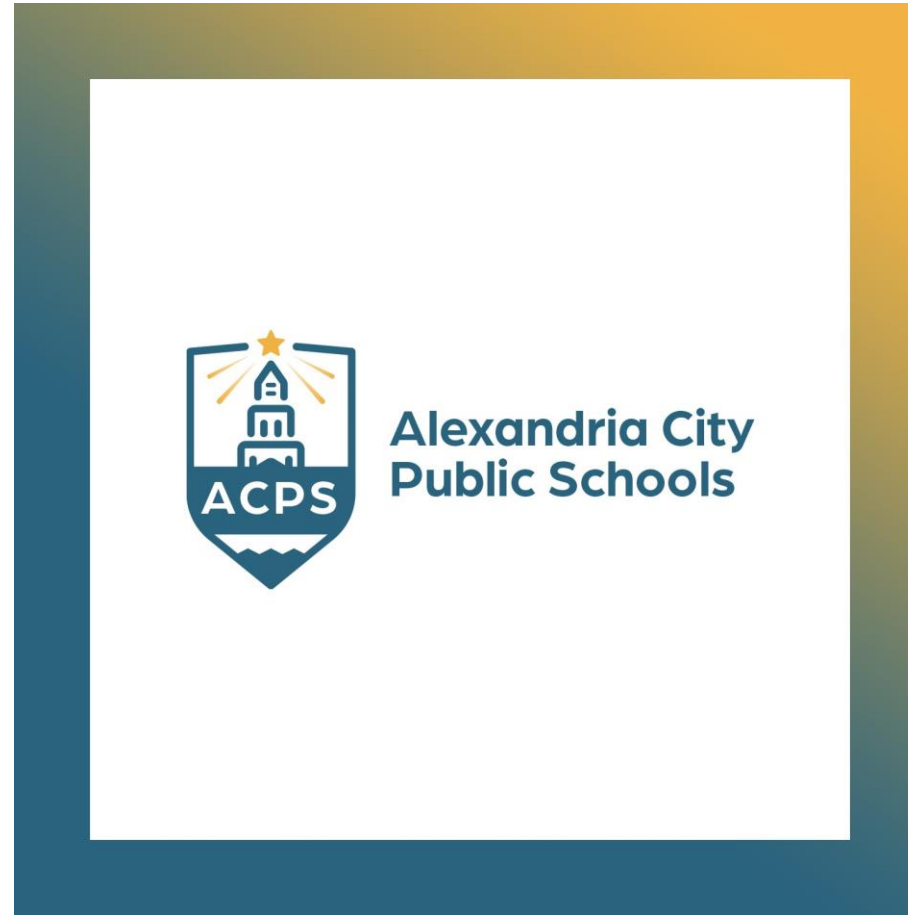
Forms available in [English](#), [Spanish](#), [Amharic](#), [Arabic](#) and [Dari](#).

2020-2025 Strategic Plan: Equity for All

Final Logo Options

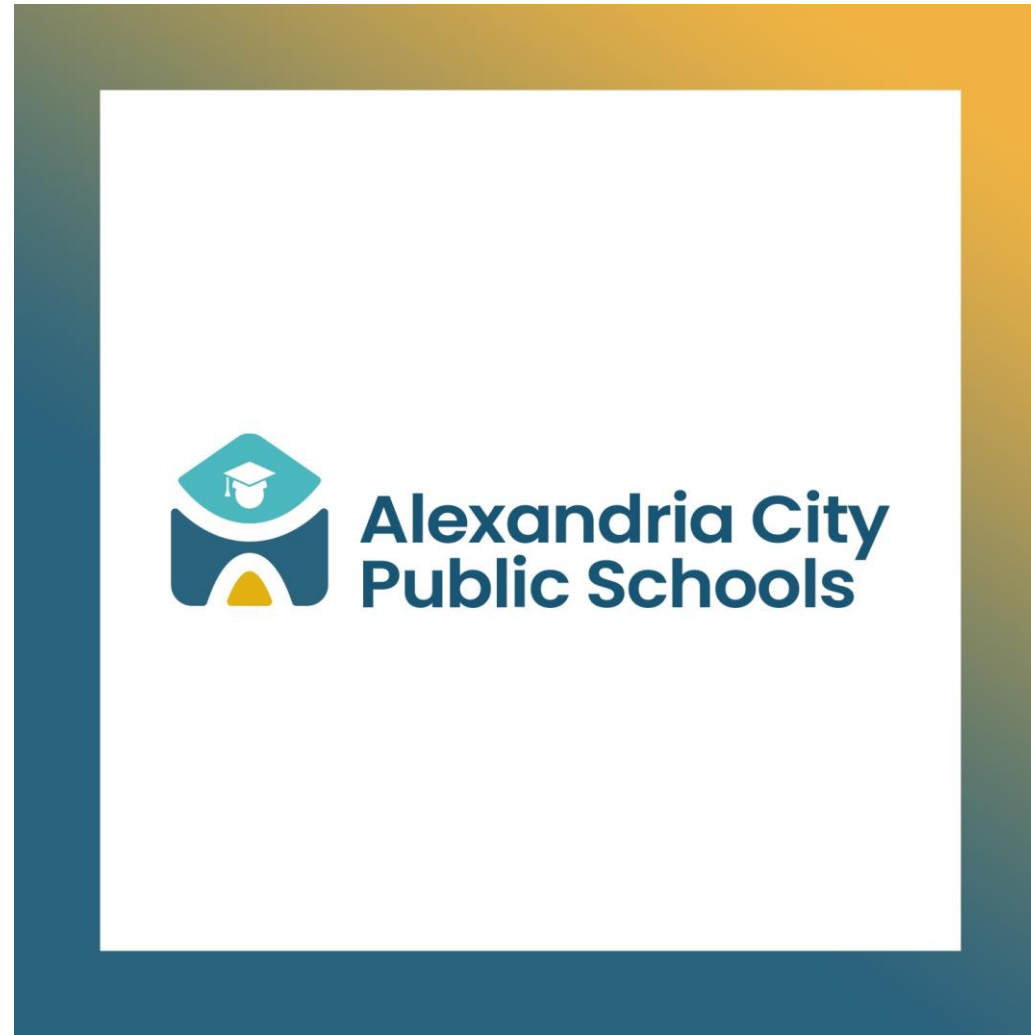


Option 1



Logo Option 1 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.

Option 2



Logo Option 2 combines a school house with a person. It puts the focus on the student. The different shaded pieces represent coming together for the whole student. The blue, yellow and white colors reflect the ACPS school division.



Questions?

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Superintendent
Dr. Melanie Kay-Wyatt

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