



# ACPS Logo Redesign: Board Presentation

January 18, 2024  
School Board Meeting



2020-2025 Strategic Plan: Equity for All

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# Background





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

**We received 362 responses.**



# Breakdown of Survey Respondents

- 34% Parents of current ACPS students
- 29.3% Community member
- 26.2% ACPS staff
- 13.5% Current ACPS students
- 9.7% Parents of former ACPS students
- 6.6% Former ACPS students

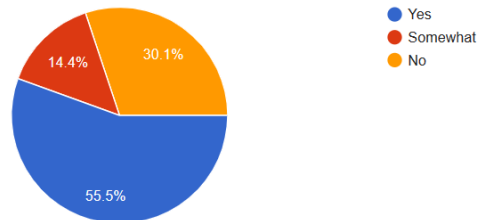


# Survey Results - Option One



Logo Option 1 incorporates the George Washington Masonic National Memorial which was inspired by the lighthouse of ancient Alexandria Egypt and was designed after the lighthouse in Ostia, Rome. The idea was to spread knowledge, which is symbolized by light, a fitting nod to the Alexandria City Public Schools division. The design also incorporates the water that surrounds Alexandria and translates into a pencil to symbolize learning at the tip of the shield.

362 responses



## Option 1

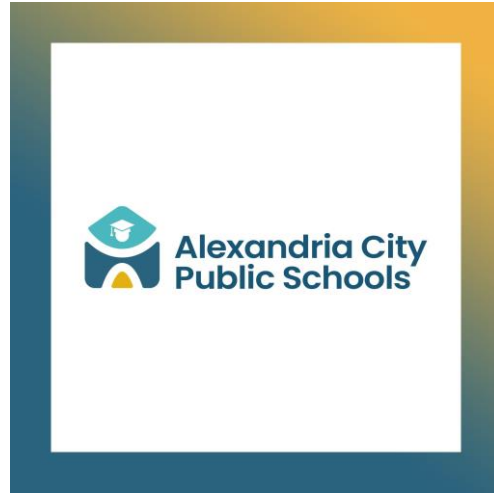
- 55.5% Yes it represents ACPS
- 30.1% No it does not
- 14.4% Somewhat represents

## Logo Option 1

- 64.4% image appeal
- 44.5% color appeal
- 27.1% none

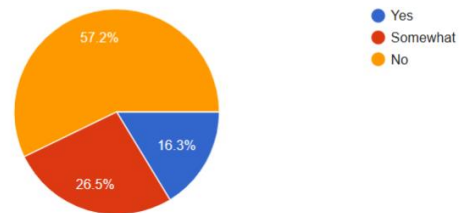


# Survey Results - Option Two



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.

362 responses



## Option 2

- 16.3% Yes it represents ACPS
- 57.2% No it does not
- 26.5% Somewhat represents

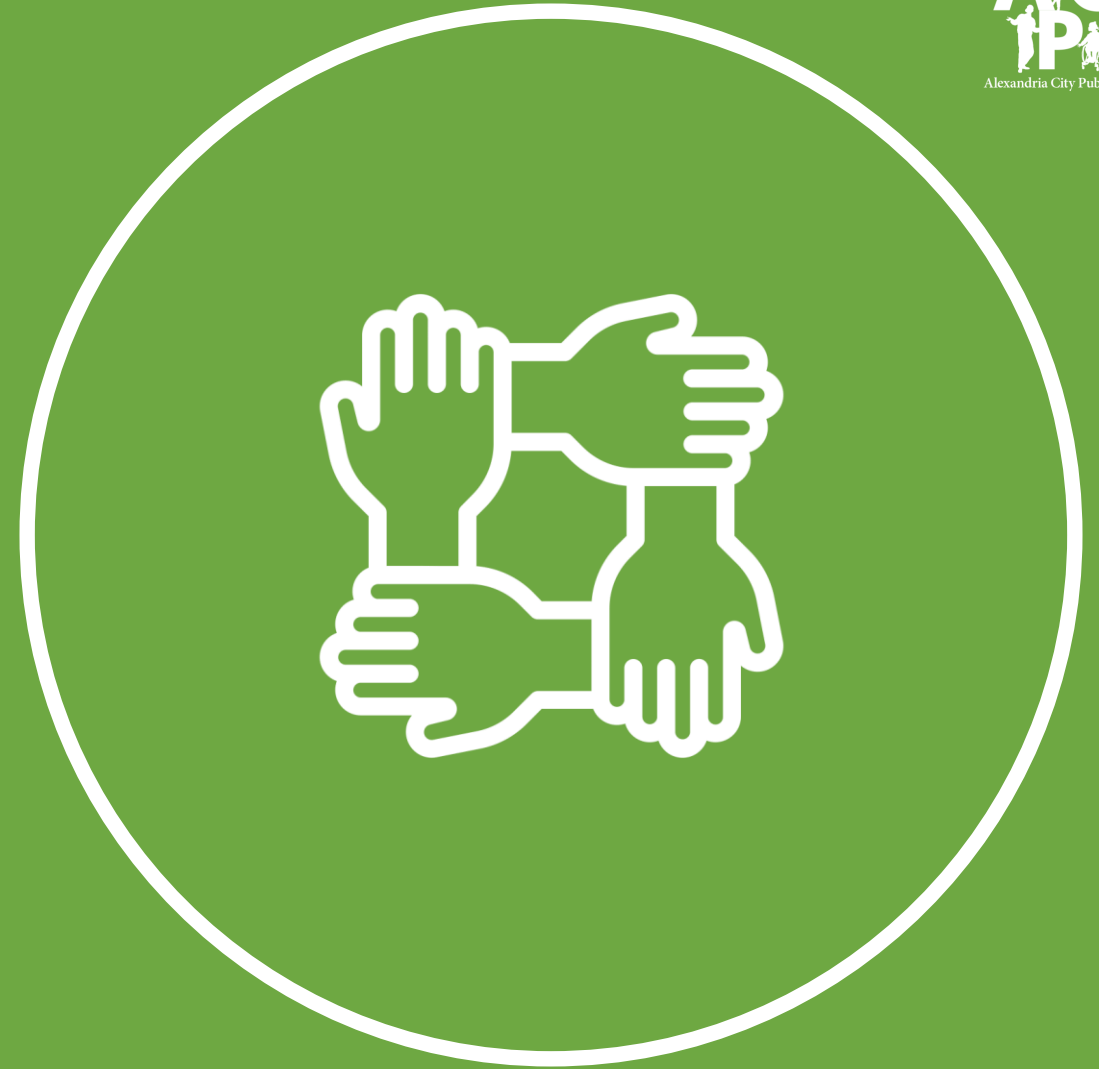
## Logo Option 2

- 20.2% image appeal
- 30.4% color appeal
- 61.3% none

2020-2025 Strategic Plan: Equity for All

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# Final Logo Recommendation





# Superintendent's Final 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.





# Questions?

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**Superintendent**  
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