

## BOARD BRIEF

Date: February 4, 2022

**BOARD INFORMATION:**   X  

**MEETING PREPARATION:** \_\_\_\_\_

**FROM:** Gladis Bourdouane, Assistant Director of Communications  
Jaclyn Goddette, Digital Communications Specialist

**THROUGH:** Julia Burgos, Chief of School and Community Relations  
Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

**TO:** The Honorable Meagan L. Alderton, Chair, and  
Members of the Alexandria City School Board

**TOPIC:** ACPS Logo Redesign - July 2022 Launch

**ACPS 2025 STRATEGIC PLAN GOAL:**

Goal 1: Systemic Alignment

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

**SY 2021-2022 FOCUS AREA:**

Strategic Plan Implementation

**FY 2022 BUDGET PRIORITY:**

Family and Community Engagement

**SUMMARY:**

The Office of Communications is preparing to redesign and refresh the ACPS logo in sync with our website redesign process. The new logo will launch in July 2022.

The ACPS logo serves as the first impression of our school division and as the symbol that represents all schools and departments as a unified organization. The creation of a new logo presents the opportunity to communicate the ACPS mission, vision and core values in a fresh, memorable and recognizable design. Additionally, as a major element of the ACPS visual identity, an updated logo will modernize the overall ACPS brand so it resonates with today's stakeholders. The current logo was created in 2001.

A meaningful logo will help further connect the various stakeholders within the ACPS community. To ensure that our new logo resonates with the community we serve, our engagement process will provide opportunities for us to gather input from our stakeholders to

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inform the design. The communications team will conduct focus groups comprising staff, students, parents and community members so they can provide us with feedback during the redesign process. A logo that reflects the ideas and perspectives of our diverse school division has the potential to positively influence how our community perceives and engages with ACPS.

### **BACKGROUND:**

The [2021-25 ACPS Strategic Communications & Community Engagement Plan](#) identifies redesigning the ACPS visual brand and logo as a tactic to refresh the ACPS brand and develop rich, compelling and diverse stories showcased in multi-media formats that spotlight our students, staff and programs and demonstrate the good work going on within ACPS. A new and memorable logo can serve to bring our school community closer together and help further the goals outlined in the Department of School & Community Relations plan: ensuring staff, families, students and the community have timely access to information and engagement opportunities, feel welcome and supported, and have confidence in ACPS so that students are empowered to thrive in a diverse and ever-changing world.

### **RECOMMENDATION:**

The Superintendent recommends that the School Board review this brief to become familiar with the plan for the ACPS logo redesign that aligns with the school division's goals and contributes to the overall brand refresh.

### **IMPACT:**

The process will produce a modern and refreshed logo that unifies the school division through a clear and concise visual representation of ACPS.

### **ATTACHMENTS:**

ACPS Logo Redesign Timeline

### **CONTACT:**

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