

# ACPS Logo Redesign Timeline

## **February**

February 11 – [Post Board Brief](#).

## **March**

March 9 – Call for approximately 30-40 volunteers to form three focus groups (include potential meeting dates/timeframe on communique). Each focus group would include a mix of staff, parents, students, and community members.

March 21 – Finalize focus group participants.

March 28 - April 8 - Focus groups meet as three separate groups; graphic designer sits in on these meetings.

## **April**

April 11 - May 6 – Graphic designer competes 3-4 logo options.

## **May**

May 9 - May 13 – Focus groups meet as one group to review the logo options and provide feedback. Select two options.

May 20 – Graphic designer completes revisions and presents final two logo options.

May 27 – Share the two logo options in Express/Insider and social. Launch a poll for community voting.

## **June**

June 10 – Final logo selected.

June 10-30 – Internal preparations for changing logo.

## **July**

July 1 – Final logo revealed via ACPS Express/Insider and social.