



ACPS Logo Redesign: Board Presentation & Recommendation

School Board Meeting
June 16, 2022



2020-2025 Strategic Plan: Equity for All

Background

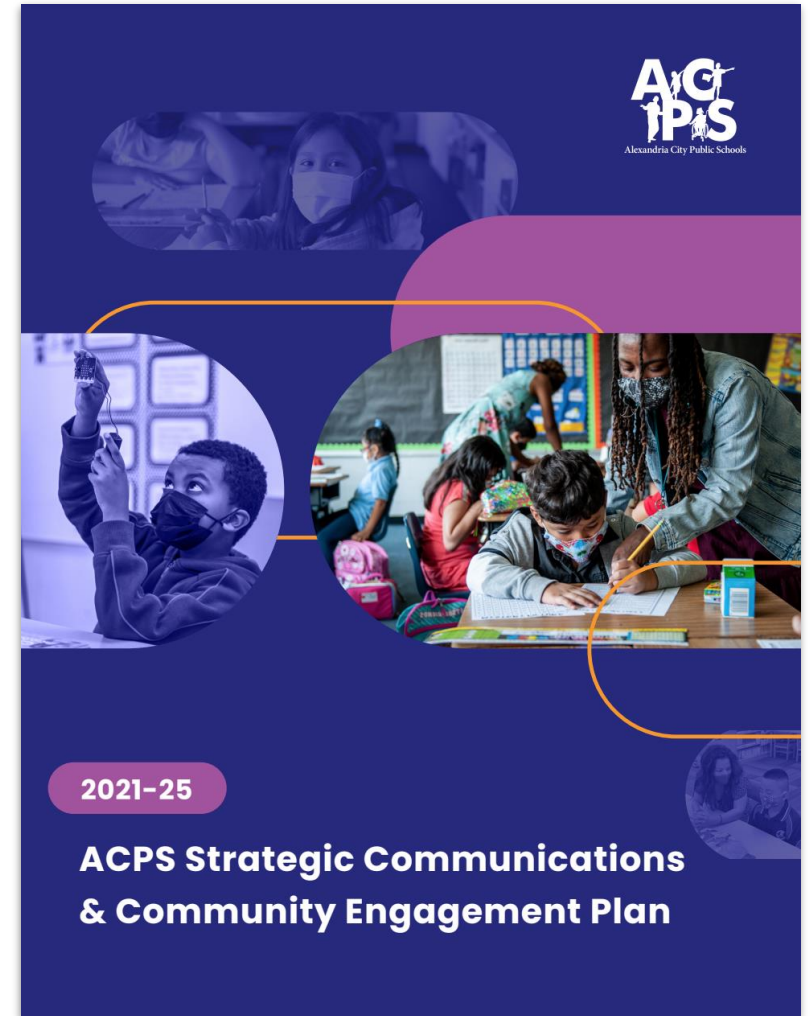




EQUITY-FOCUSED

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





EQUITY-FOCUSED

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.
- It is time to reignite our community after the challenges of the pandemic.



EQUITY-FOCUSED

Background: Graphic Designer Selection

- Our local graphic designer has 10+ years of experience and has worked on many ACPS projects.
- Budget includes exploration of logo concepts, several rounds of review, and the delivery of multiple logo variations (horizontal, stacked, color options), file formats, and brand guidelines: 10,000-\$15,000

2020-2025 Strategic Plan: Equity for All

Process Timeline





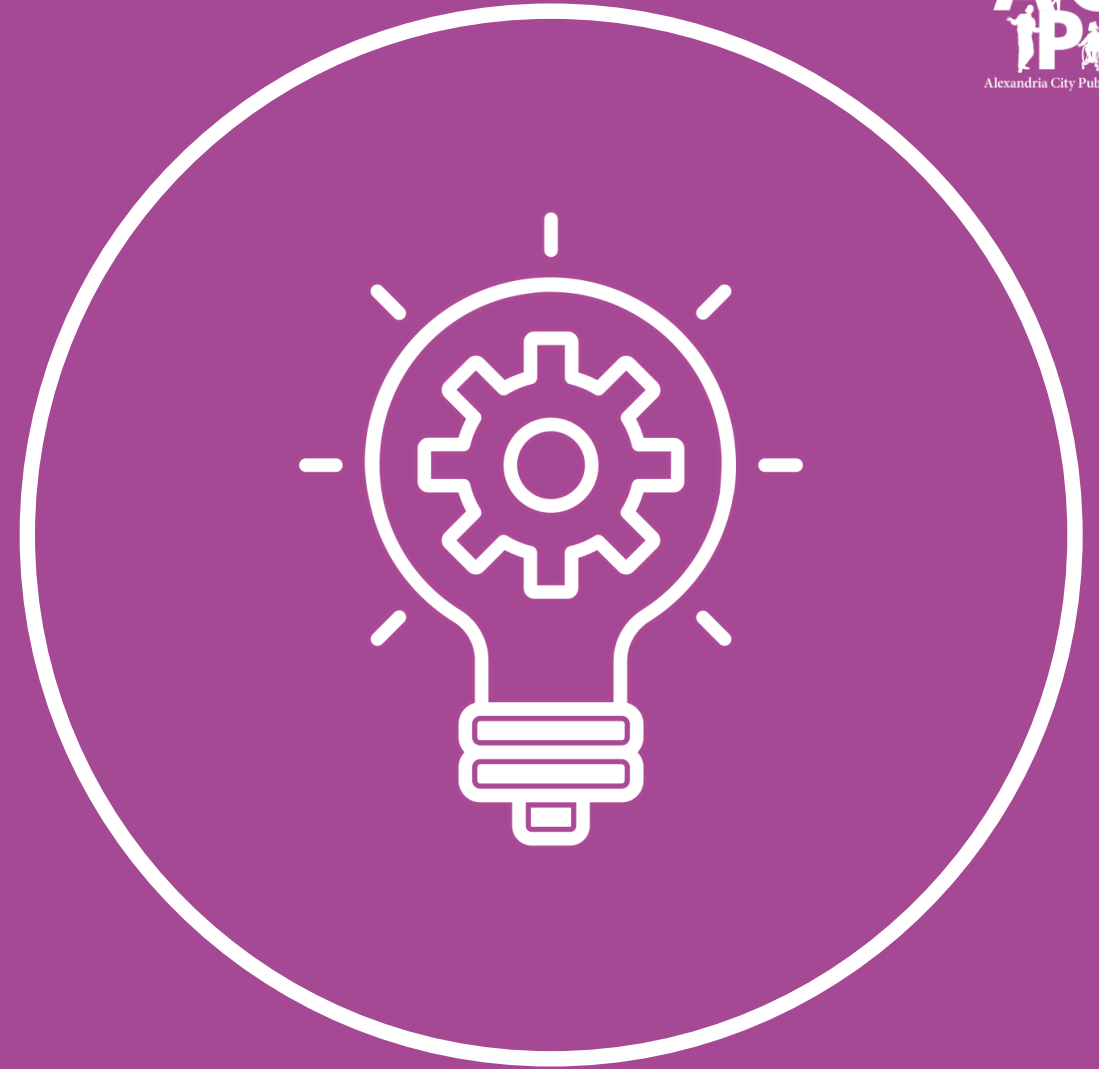
WELCOMING

Process Timeline

- December: Strategic Communications and Engagement Plan Board Brief
- Feb-March: Develop process and timeline.
- Feb 4: Logo Redesign Board Brief.
- March: Form stakeholder focus groups; meet with designer.
- March-April: Hold three initial focus group discussions.
- April-May: School & Community Relations team meetings with designer.
- Early May: Review potential logo options with Dr. Hutchings, SLT, stakeholder focus groups.
- May 12: Board Brief.
- May 20-June 5: Community poll.
- June 16: Board meeting presentation and vote on recommendation.
- July-onward: Part of new website soft launch; production of materials with new logo, including signage, letterhead, business cards, etc.

2020-2025 Strategic Plan: Equity for All

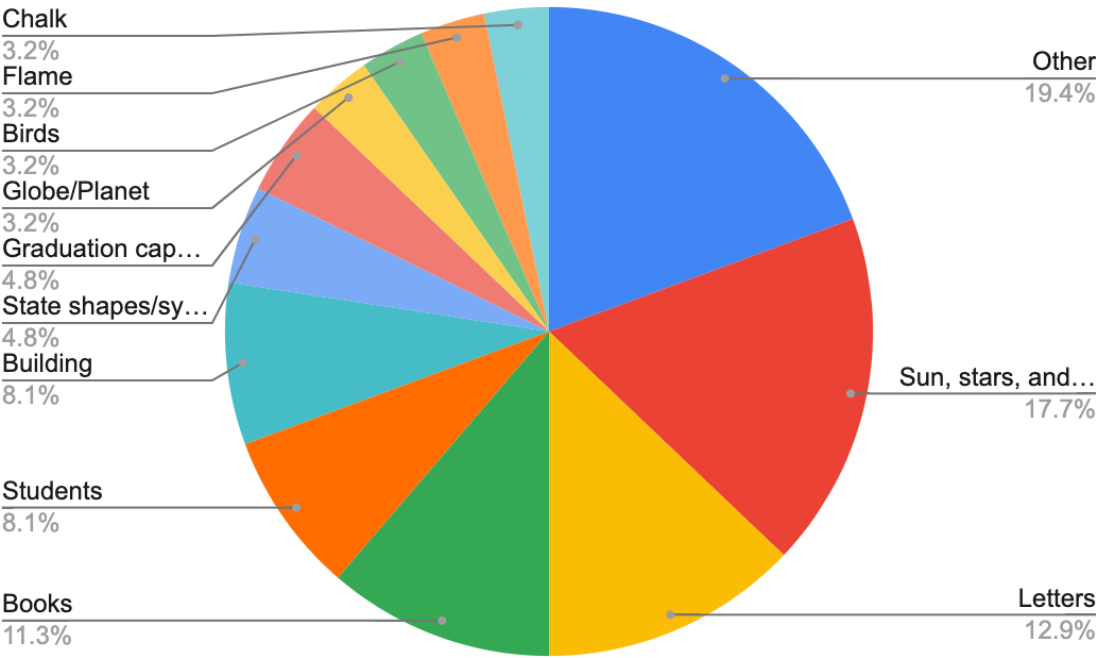
Research + Focus Groups





Research: Logo Audit

Reviewed logos from NOVA divisions, largest divisions across the country, award-winning division logos as well as children’s museums and other similar institutions.





Focus Groups

Three focus groups were formed:

- Secondary level students
- School-based staff
- Central Office staff
- PTAC representatives
- Parent/guardian representatives
- Community Partners

Two levels of discussion with focus groups:

- SCR team and graphic designer held initial meetings with each focus group to get their thoughts and ideas
- SCR team held follow-up meetings with focus group members to hear feedback on potential designs and narrow options to advance for consideration



Focus Groups: Feedback Summary

The old logo is outdated and no longer reflects ACPS

- Feels like a token version of diversity. (Staff)
- I find it a bit bland and not very pleasing to the eye. (Student)
- The logo doesn't tell me anything about the vision. (Parent)

New logo should focus on themes of empowerment, equity, collaboration, engagement and growth

- ACPS values education and takes it seriously. We are proud of our diversity and every student's accomplishments (Student)
- I'd like to see something that shows our diversity, collaboration, and community (working together with business leaders)... (Staff)
- The most important elements should be embracing diversity, championing equity and engagement of the entire Alexandria community. (Community member)



Focus Groups: Feedback Summary

The new logo should prioritize abstract design, ensure colors are vibrant and modern, represent action or growth and reflect the unique, dynamic nature of ACPS.

- Anything that displays action and movement. Active learners. Kids in motion. Teachers acting as role models. Feelings: Collaboration. Welcoming. Pride. Positivity. Inclusion. (Parent)
- Agree that new and energetic colors would be good. The blue and black combo feels very dated and not innovative. (Staff)
- I like more abstract (Parent)
- I agree, that we should focus on the progress and improvement rather than the final outcome :) (Student)

2020-2025 Strategic Plan: Equity for All

Final Logo Options





EMPOWERING

Focus Group: Overall Reactions

- “Really nice job with providing four options and showing the examples of use.”
- “I think that the colors are really nice, they brightened it up.”
- “I was really impressed by the range of options we were given.”
- “I appreciate seeing it on the website and the swag. That’s amazing.”

Option 1



**Alexandria City
Public Schools**



- This logo celebrates the individuals who collectively make up the ACPS community.
- It depicts people in an abstract way, with the different letters and different colors representing multiple groups of people.
- Each letter symbolizes the ACPS student and the different groups of people who guide them to success: family, staff and community partners.
- The overlapping letters illustrate people coming together as a cohesive school division and honors the collaboration and unity of ACPS.
- Each letter could also represent the different stages in a student's journey through ACPS, from prekindergarten to high school.
- The lowercase letters were intentionally chosen to create a uniform height. The roundness of the lowercase "a" and "p" creates a fluidity that would be lost with their capitalized counterparts.
- The overall effect is a complimentary, balanced logo.
- The colors are bright and modern. As a departure from the primary colors, they speak to ACPS's innovation while also remaining welcoming.



Alexandria City
Public Schools

Option 1 Example



HOME > TIER ONE > TIER TWO

Page Title/H1

*Lead-in Style Curabitur blandit tem pus port titor.
Maec enas faucibus mollis interdum praesent
commodo.*

Intener nnsuere erat a ante venenatis danihus nnsuere velit aliquet. Donec ullamcorper nulla non metus auctor

ACADEMIC ADVISING

ADULT EDUCATION

ADVANCED PLACEMENT







EMPOWERING

Focus Group Response



- “I love the rounded lowercase letters in the graphic of #1. Also love the softer colors.”
- “Option 1 does an excellent job reflecting multiple key themes: collaboration, diversity, energy, inclusion, contemporary. There's a positive energy to it and it's very clear and easy to read. Very strong option. Especially love its simplicity.”
- “I do think the colors in #1 are very strong, differentiated and help tell the story of diversity, inclusion and innovation, so it is a great palette.”
- “I definitely got the people vibe from number 1.”
- “I like the overlap because it's an abstract of individuals, but they are coming together to work together for the whole system. It delineates collaboration so well.”



EMPOWERING

Community Poll Results

Total votes: 2,167 (50.3%)

Option 1

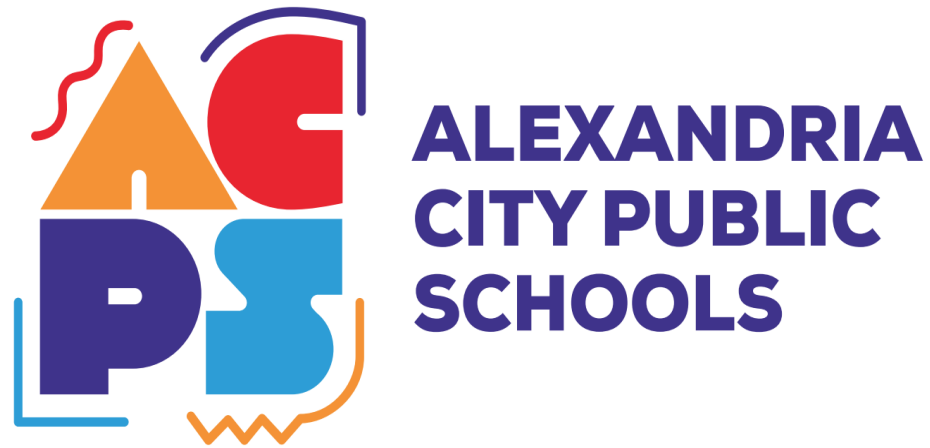


**Alexandria City
Public Schools**

Option 2



**ALEXANDRIA
CITY PUBLIC
SCHOOLS**



- This logo celebrates the uniqueness of each individual at ACPS.
- The different styles of lines represent that not all students have the same path to success.
- ACPS embraces this fact and helps students reach their full potential from any starting point.
- The lines also create movement, adding a dynamic element to the logo that mirrors a student's journey through the division.
- Additionally, the lines could represent the distinct members who make up the ACPS community and help students overcome obstacles.
- The colors are primary colors, reflecting ACPS's foundation as a school division.
- The lines are different colors from the letters they border, which helps balance the image.
- Likewise, the name of the division is in all capitals to complement the acronym's capitalization.



ALEXANDRIA
CITY PUBLIC
SCHOOLS

Option 2 Example



HOME > TIER ONE > TIER TWO

Page Title/H1

*Lead-in Style Curabitur blandit tempus porttitor.
Maecenas faucibus mollis interdum praesent
commodo.*

Integer nunc erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor

ACADEMIC ADVISING

ADULT EDUCATION

ADVANCED PLACEMENT



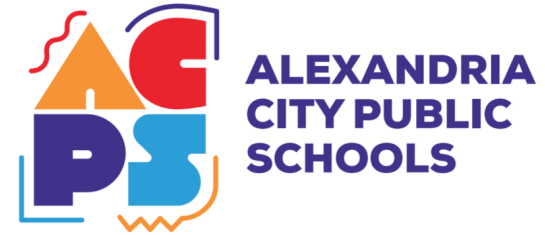
**ALEXANDRIA
CITY PUBLIC
SCHOOLS**





EMPOWERING

Focus Group Response



- “Option 2 is also strong, representing key themes: diversity, inclusion, contemporary.”
- “As far as option 2, I really like the story that the lines tell.”
- “I really like this option because those lines that denote moving are really intriguing.”
- “The color pallets lends diversity, I think it’s contemporary and forward-looking.”



EMPOWERING

Community Poll Results

Total votes: 2,141 (49.7%)

Option 2



**ALEXANDRIA
CITY PUBLIC
SCHOOLS**

2020-2025 Strategic Plan: Equity for All

Final Recommendation





Superintendent's Final Recommendation

Based on community input, the superintendent recommends that the School Board approve Logo 1 as the the new logo and brand to represent Alexandria City Public Schools. The logo would become effective at the start of the 2022-23 School Year.





Questions?

Julia Burgos,
Chief of School and Community Relations
julia.burgos@acps.k12.va.us

