

Fort Smith Public Schools went through a complete logo rebranding process, resulting in 24 new campus logos and a new district logo. The purpose of the logo overhaul was to create brand unity district-wide, appropriately represent the age and demographics at each campus, and create original artwork. For rebranding the district logo, we wanted to incorporate our motto, "Believe, Belong, Become," while keeping the compass to symbolize the student's journey and exploration. By incorporating the district's name and motto into a medallion surrounding the compass, we created a refreshed logo while preserving the compass's identity. At the beginning of this project, many of our campus logos violated copyright by using professional sports team logos, images found on the internet, or logos from other schools. We contracted with Veronica V. Sopher, who provided a designer to help us create the artwork and communicated with the principal at each school to collect their feedback. We asked each principal what they liked about their current logo. What are you hoping for in your new one, etc? The process of redesigning the logo was a collaborative effort between our department, the consultant, and our campus leaders. While some logos underwent more significant changes than others, the design approach varied. Some were developed entirely by our team, others by our design partner, and many through a blend of both. Once finalized, we digitally rolled out the new logos, updated the website branding letterhead, and created branding and quick reference guides. We even provided each school with a light projector featuring their new logo. Now, with time to adjust, campuses have fully embraced their new identities, incorporating logos into school merchandise, building decor, and campus materials.