

The Communication and Public Relations team collaborated with staff members and families to ensure the logo met the needs of the school/program for years to come, while also relating the school and program logo to the brand of the school district using colors from the school district color palette and fonts specified in the school district brand guidelines. A planning guide set specific goals and timelines for the project and was built upon as the process continued. Elements in the planning guide are evidence of the project/program's history, the construction/remodel process, district brand guidelines and considerations, and lastly - design drafts and feedback gathered. A brand sheet illustrates the final new logo and applications for use.