

Redwood City School District (RCSD) has entered a new era of unity and identity with the launch of its updated district and school logos. This milestone follows a collaborative effort led by a districtwide committee of parents, teachers, staff, and trustees, ensuring that the new design reflects RCSD's culture, history, and educational values. RCSD partnered with Small Hat Studio, a creative firm based in Dallas, Texas, to develop a modernized logo that embodies the district's welcoming and diverse culture. The new design features an arch symbolizing the district's Spanish Revival historic architecture, a tree representing schools within the community, and water depicting the Bay Area's geography. These elements blend tradition with innovation, symbolizing the district's evolution while honoring its 1895 founding. A key objective was to unify all 12 school logos under a cohesive brand while preserving their unique identities. The last time a logo was developed was during the 1980s. We worked closely with each school, following parameters set by the committee, to ensure consistency across the district's visual identity. A formal style guide now governs logo usage, reinforcing brand integrity. Beyond aesthetics, the project embodies RCSD's commitment to resilience, progress, and educational excellence. To gauge community sentiment, the district surveyed both the redesign committee and the broader community. The results showed strong enthusiasm and support from trustees, families, and community members, affirming that the updated branding fosters a sense of unity. The Logo Redesign Committee's hard work and community engagement played a vital role in this transformation.