In November 2024, Chesterfield County Public Schools opened an online store full of never-before-available Chesterfield County Public Schools gear featuring a newly launched school system logo. Connections run deep in Chesterfield County Public Schools. Many employees are also CCPS graduates. Generations of families have sent their children through the public schools of Chesterfield County. People have pride in Chesterfield County Public Schools, and now they can easily show that pride via CCPS-branded clothing and accessories. In addition to helping people show their loyalty to Chesterfield County Public Schools, the store helps expand awareness of the school system's new logo. The new logo was launched in January 2024 to replace a logo that had been in use since 1988.