

Logos and Branding Update: AHS and APS

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Background



- Logo development for AHS Building Project (Update)
 - Distinction: Logo vs. Mascot
 - Logo/seal to be used on Phase 2 gym floor and scoreboards
 - Approved by AHS Interior Subcommittee in Spring 2022
- Logo and branding development for APS / District (Input Requested)
 - High-resolution and color scheme options
 - Aligned to APS Vision, Mission, Priorities
 - Multiple emblems for use on letterhead, new central office wall in Phase 2, and district website
 - Tagline/branding to accompany logo

AHS Logos

AHS Scoreboards



AHS Gym Floor



APS Logo Development



- Options developed by Website Vendor (Edlio);
- Based on answers to basic questionnaire completed by Cabinet team
- Developed from APS Vision, Mission, Priorities;
- Attempted to incorporate references to sustainability, Spy Pond, Minuteman Bikeway, references to vision and mission in tagline and imagery;
- One round of revisions completed, one round remaining based on feedback;
- Ability integrate multiple elements of initial drafts into final version;
- Feedback requested on imagery, taglines, and selection process.

APS Branding Option 1



Arlington Public Schools
Creating Leaders of Tomorrow

Original (before revisions)



Arlington Public Schools
Education that Empowers

APS Branding Option 2



Arlington Public Schools
Creating Leaders of Tomorrow

Original (before revisions)



Arlington Public Schools
creating leaders of tomorrow

APS Branding Option 3



Original (before revisions)



Feedback Welcome



Tagline Options:

- Education that Empowers, or
- Creating Leaders of Tomorrow?

Imagery:

- What elements are compelling?
- What elements should be eliminated?

Process:

- Gathering input from committee and community on one or multiple of these options
- Final decision and integration into website and district communications