# Logos and Branding Update: AHS and APS

Dr. Elizabeth C. Homan, Superintendent



## Background

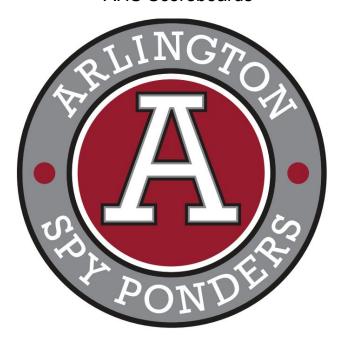


- Logo development for AHS Building Project (Update)
  - Distinction: Logo vs. Mascot
  - Logo/seal to be used on Phase 2 gym floor and scoreboards
  - Approved by AHS Interior Subcommittee in Spring 2022
- Logo and branding development for APS / District (Input Requested)
  - High-resolution and color 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

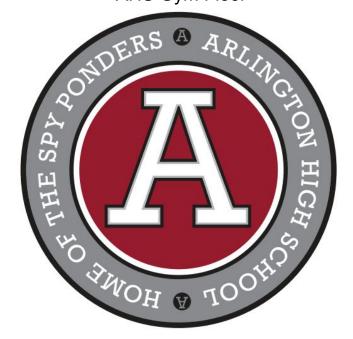
# AHS Logos



**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**





**Original (before revisions)** 



# **APS Branding Option 2**





# Arlington Public Schools Creating Leaders of Tomorrow

Original (before revisions)



## **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