

# OUR LOGO

CHESAPEAKE PUBLIC SCHOOLS HAS CHANGED A LOT OVER THE YEARS; OUR LOGO, ON THE OTHER HAND, HAS STAYED MORE OR LESS THE SAME SINCE 1991. THIS NEW LOGO OFFERS A VISUAL IDENTITY THAT REFLECTS OUR GOALS AND MISSION, WHILE HONORING OUR RICH HISTORY OF EXCELLENCE.

OUR GOAL WAS TO MAINTAIN THE ICONIC AND RECOGNIZABLE ELEMENTS IN OUR PREVIOUS DESIGN AND ADD A MODERN FEEL. THE FLAME REMAINS AS A SYMBOL OF OUR STRONG LEGACY OF ACADEMIC EXCELLENCE, AND THE HERON SIGNIFIES OUR PRIDE AND CONNECTION TO OUR COASTAL REGION.



## A LASTING IMPRESSION

A professional and consistent visual identity creates an emotional connection with our community and builds trust. Our logo is one of the most critical assets of that identity. As part of our effort to build confidence in our division through consistent communications practices, we will be providing Logo Resources and a Communications Guide on the Employee Intranet in July. In the meantime, we ask that you please do not reproduce or share the new logo on any platform (digital or print) until those resources are available.

## IMPLEMENTATION OVER TIME

While we are very excited about our new design, the implementation will take time. In an effort to maintain consistency, this change will not impact the current school year.

Beginning in July, we will tackle items by priority, from those used by the most employees or that are highly visible in the community, to items that are less urgent.

Logo Resources and a Communications Guide will also be available in July. There you will be able to download the high resolution logo and learn more about the use of the new design in your building and publications for the 2019/2020 school year.



If you have additional questions or concerns, please contact Dr. Angie Smith in the Public Information Office at 757-547-1033.



New ID Badges will not be issued with the new logo until your badge is up for renewal. Your current ID Badge will remain valid until its expiration date.



The Print Shop has drafted samples of new letterhead, envelopes, folders, and other items. They will begin using these designs moving forward on any new orders.



It's important to us to be good stewards of our environment. If you have small amounts of existing letterhead, envelopes, business cards, or other items, please use them up and then order a supply with the new design. If you have a large amount of these items, Print Shop can assist with recycling or turning items into scratch pads for school use.



We will begin removing signage, posters, and other items such as lecterns, with the old logo from various facilities this summer. Additional, updated signage featuring the new design will be added in the coming months. We have an extensive list of items to change, but if you see an old logo somewhere, please let us know.