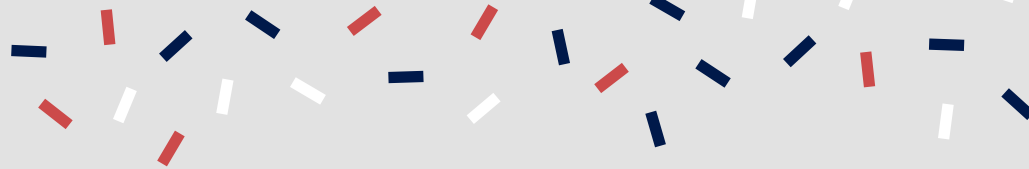




# Big News!



Today, after 23 years, we're releasing an updated district brand identity! You'll start to see our new look on our digital materials first, and over time, it will be included on the rest of our branded materials. We believe the new look better matches what we've become since the last logo was created in 1996: an exceptional and diverse school district where our children plant roots and flourish.

Since the 1980s, the schoolhouse logo has been our mainstay, with the addition of the a globe and circular icon in the early 90s. But in the last 23 years, our district, and the world of education, has changed quite a bit. The old look started to look ... old. The globe felt outdated and lacked an emotional connection to our brand. Additionally, the circular design made it difficult to modify use of the logo when a horizontal or vertical orientation was needed. Needless to say, it was time for a change.

Our design goal was to better match how we look to our values and the students we serve. The communications team worked to design something that appeared modern, aspirational and connected to our brand.

We darkened the blue color and adjusted the red for a more modern look.

The leaves of the tree are multi-colored and of various sizes, representing our diverse student body.

We designed a tree with a human-like element, symbolizing our students.

We kept the schoolhouse icon to represent and honor our past.

We chose a font that exudes a clean, modern feel.



## Alternate Logo Variations



COMMUNITY CONSOLIDATED  
SCHOOL DISTRICT 15



**CCSD15**



COMMUNITY CONSOLIDATED  
SCHOOL DISTRICT 15

*Introducing... New District Branding!*