



Parkland School Division Logo and Rebranding Report

May 2021

Presented to Board of Trustees, May 4, 2021

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Resource: Jordi Weidman, Director, Strategic Communications

Background

The Superintendent ensures that the Division and schools' visual media identity, as a first point of contact that the public has with Parkland School Division (PSD), reflects the vision and values of the Division. The Division's visual identity tells a lot about who The Parkland School Division is as an organization and plays a key part in defining PSD to our stakeholders and community partners.

The visual identity program also establishes the 'look and feel' of the Division and what it represents. PSD's corporate logo is an integral part of our visual identity program and aligns closely with the vision, mission, and values in telling our story to broad public audiences.

Parkland School Division would like to launch a new logo at the same time it plans to launch a new Division website and school websites in July 2021. A professional graphic design artist has produced multiple versions of logo iterations based on feedback the PSD Communications team has provided. The communications team relayed feedback from the Trustees sub-committee, students and Lead Team which has resulted in the final versions of the logo being presented to the Board with a recommendation to select Version 2 displayed later in this report.

History

The name Parkland School Division has been used since the school division and the County of Parkland separated in September of 1995. The present-day logo has been around ever since and underwent a slight modernization in 2013. At the same time, a corporate refresh took place incorporating the current colour scheme, tagline (Where the World Opens Up) in 2012 – 2013. This redesign began in May of 2020 with background info, vision/mission and direction given to a professional graphic designer (Diane Gaulin Graphic Design), but the process was somewhat stalled by the communication department's involvement in the Division's COVID-19 planning and response.

Logos

Three final versions of the logo were presented to the Board at the PSD Tomorrow meeting of Tuesday, April 27th:



Design Elements in the Final Design

Just like Parkland School Division's foundational statements, the new PSD logo reflects the future-focused and innovative organization that we are today. The sophisticated yet playful design is a combination of two styles, a wordmark (text) and an abstract mark (image). The abstract image is inspired by the PSD acronym that continues to be synonymous with the division. The surrounding compass image ties to our geographical region and invokes the visual representation of the division's tagline, *Where the world opens up*.

The new blue is brighter, yet softer than the navy tone seen in the original PSD logo. It represents the many bodies of water found within PSD's borders, including the North Saskatchewan River, the Pembina River, Wabamun Lake and Spring Lake. A fresh and lively medium green replaces the yellow used in the original. The green depicts the park land our county is named after. In addition to the geographical ties to water and park land, the curved elements found at the centre of the logo stand for P (Parkland) and D (Division).

As our educators and stakeholders remain committed to guiding our students to an Ultimate Goal of Student Success and Well-being, points on the compass will point students in many directions upon graduation as the world opens up on their journey as a lifelong learner.