

SCHOOL DISTRICT NO. 57 (PRINCE GEORGE)

April 8, 2025

MEMORANDUM

TO: Board of Education  
FROM: Superintendent of Schools  
SUBJECT: DISTRICT LOGO

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SD57 has contracted Monogram Communications to begin a consultation and design process for the creation of a new logo for SD57.

The historic logo no longer resonates with the school or greater community and in fact is used very little throughout the school district.

A logo is not only part of an organization's visual identity, but it is an item that can bring pride and belongingness to members of an organization.

The goal through consultative process with partner groups and communities will be to gather feedback, ideas and impressions to help guide the design work with a new logo being ready for reveal September of 2025.

More detailed information about timelines and process will be available on our website in the coming days.