

THE WAO LOGO REFRESH

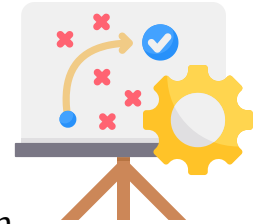
A PROJECT OVERVIEW

Current Issues We're Facing



- Its low-resolution quality is not conducive for today's large-scale production on high-quality materials.
- Multiple variations make it difficult to maintain consistency and ownership and establish parameters for use.
- A logo is a standard inclusion in our construction projects, so we need something that is positive, unified, and timeless.

Strategic Plan



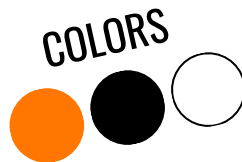
A strategic plan is an organization's roadmap to achieve its mission and associated goals. One goal of the district's [2021 – 2026 Strategic Plan](#) is to brand, market, and represent Warren-Alvarado-Oslo Public Schools in a positive way.

Anticipated Costs



There is a small cost for the professional services needed to complete the refresh design, but additional expenses to rebrand the district are not expected.

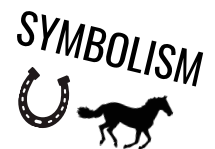
What We Will Keep



COLORS

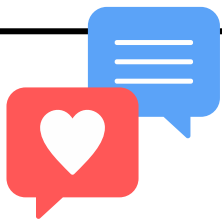
MASCOT

"Warren-Alvarado-Oslo Public Schools is home to the Ponies!"



SYMBOLISM

Stakeholder Input is Important



Students (gr. 4 - 12), staff, and parents/guardians will indicate their preference for which symbol - a pony, horseshoe, or a combination of both - should be included in the refreshed logo.

Final Decisions

Ultimately, it will be at the discretion of the School Board to select the symbol to use within the refreshed design and approve and adopt the final logo package.

Feedback will be shared with them for consideration prior to making a final decision in April.



Our Target Launch Date



The current logo variations will be in use through June 30, 2025. The refreshed logo will launch on July 1, 2025, at which point the past variations will be considered retired and the new design used exclusively and in accordance with a yet-to-be-published brand style guide.