



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Tuesday, April 7, 2026.** Please include this submission form as the first page of your electronic entry. Contact **Gage Harter** with any questions.

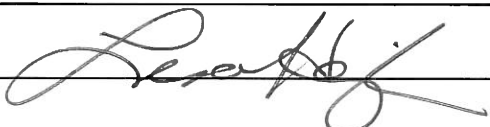
### PROGRAM INFORMATION

County: Chesterfield County  
Program Title: Chesterfield County Public Schools Logo  
Program Category: Communications

### CONTACT INFORMATION

Name: Jenny O' Quinn  
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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Lisa High  
Title: Chesterfield Co Public Schools Deputy Superintendent  
Signature: 

Chesterfield County Public Schools Logo  
(Communications and Community Outreach Category)

**Executive Summary:**

In 2024, Chesterfield County Public Schools (CCPS) launched a new division-wide logo to better reflect the identity, values, and future direction of the school system. Developed in-house by the Creative and Media Services Department, the logo replaces a mark that had been in use since 1988 and incorporates extensive feedback from students, teachers, and staff. The final design features a graduation cap with a multicolored tassel, symbolizing student achievement, diversity, and the many paths available to learners from kindergarten through graduation.

The logo rollout included the creation of a comprehensive brand style guide, multiple logo configurations for print and digital use, Spanish-language versions and clear usage standards to ensure consistency. By modernizing its visual identity without incurring design costs, CCPS strengthened public understanding of the school division, reinforced trust and recognition and established a unified, adaptable brand to support communication with employees, families, and the broader community.

**Problem or need addressed by the program:**

For more than three decades, Chesterfield County Public Schools used a logo created in 1988. Over time, that logo was altered repeatedly across schools, departments and publications, resulting in inconsistent use, reduced clarity and weakened brand recognition. The outdated design no longer reflected the size, complexity or innovation of today's school division, nor did it align with modern digital communication needs.

As one of the largest public school systems in central Virginia, CCPS has a responsibility to clearly and accurately communicate with families, employees, and community members. A strong, consistent visual identity is an essential component of public information and civic

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education, helping the community understand who CCPS is, what it stands for, and how its services connect to student success.

Through focus groups, CCPS identified the need for a logo that felt contemporary, student-centered and distinctly representative of the school division. Participants emphasized values such as commitment to students, innovation, pride, family tradition and problem solving. The resulting logo directly addresses these needs by visually representing achievement, diversity and forward momentum, while also providing clear standards to prevent misuse and fragmentation going forward. Although there was no legal mandate to redesign the logo, the initiative supported the county's obligation to communicate clearly, consistently and responsibly with the public.

**Program Description:**

The CCPS logo initiative was led by the division's Creative and Media Services Department and implemented entirely in-house. The primary objectives were to modernize the school system's visual identity, ensure consistent use across all platforms, and create a flexible logo system suitable for print, digital, signage, and multilingual communication.

Development began with structured discussions and focus groups that included students, teachers, and staff members. Participants were asked to describe CCPS and provide feedback on early design concepts. Based on that input, the Creative and Media Services team refined several logo options before finalizing a design that clearly represented students, incorporated bright colors and prominently identified Chesterfield County Public Schools.

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The final logo system includes multiple approved configurations (horizontal, vertical and circular), black-and-white options, Spanish-language versions and detailed usage standards. A comprehensive logo and brand user guide was created and distributed to employees through the division's intranet to support correct and consistent implementation.

Implementation began in January 2024, with priority given to digital platforms such as websites and electronic documents, followed by gradual updates to printed materials as existing supplies are depleted. This phased approach minimized costs while ensuring steady adoption. The county's role encompassed design, stakeholder engagement, rollout planning and ongoing brand governance. No external consultants or private partners were used, allowing CCPS to maintain full control over design integrity and messaging.

**Program Cost:**

The Chesterfield County Public Schools logo initiative was completed with no direct financial cost for design and minimal operational impact. The Creative and Media Services Department developed the logo internally, eliminating the need for external consultants, agencies or contractors. Staff time dedicated to research, focus groups, design development and rollout was absorbed within existing roles and responsibilities.

There were no capital expenditures associated with the program. Digital assets, including websites, electronic documents and intranet resources, were updated using existing platforms and workflows. To manage print-related expenses responsibly, CCPS implemented a phased transition plan. Existing stocks of printed materials such as letterhead, envelopes, forms and business cards continued to be used until depleted. When new materials are produced, the updated logo is incorporated at no additional cost beyond routine printing expenses.

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The only potential costs for replication by another county would include internal staff time, optional printing updates and the creation of a brand standards guide. Because CCPS created a flexible logo system with multiple configurations and clear usage rules, the program reduces long-term costs associated with rework, inconsistency and misbranding.

This approach highlights how public agencies can modernize their visual identity while maintaining fiscal stewardship, making the program both scalable and replicable for counties of varying sizes and budgets.

**Results/Success of the Program:**

The new CCPS logo has been widely adopted across digital platforms, publications and signage, resulting in improved consistency and clarity in public communications. Employees now have clear guidance on proper logo use, reducing fragmentation and unauthorized alterations that previously diluted the division's brand.

Feedback from stakeholders has been overwhelmingly positive. Community members and staff have described the logo as hopeful, modern and representative of student diversity and opportunity. The colorful tassel has resonated as a symbol of multiple learning pathways and long-term success, reinforcing the division's mission and values.

The creation of a comprehensive brand style guide has had a lasting operational impact, serving as a centralized reference that supports efficiency, accessibility and professional standards. Spanish-language logo options further enhance equity and inclusivity in communications with families.

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By completing the project without additional cost, CCPS demonstrated fiscal responsibility while achieving a high-impact outcome. The logo now serves as a unifying symbol across 60+ schools, departments, and community touchpoints, strengthening recognition of county services and reinforcing trust in the public school system.

**Worthiness of Award:**

The CCPS logo program is innovative in its combination of stakeholder-driven design, fiscal responsibility and long-term governance. Rather than outsourcing the work, CCPS leveraged internal expertise to engage students, teachers and staff directly in shaping a visual identity that authentically represents the school system. This inclusive process ensured broad buy-in and relevance.

The program is also distinguished by its comprehensive implementation strategy. The logo system was designed to be adaptable across formats, languages and environments, supported by a detailed brand user guide that promotes consistency while allowing flexibility. This governance framework addresses a common challenge in public-sector branding: uncontrolled variation over time.

Finally, the program demonstrates how a county can modernize its public information tools without additional cost. By aligning design updates with existing workflows and inventory cycles, CCPS achieved a high-impact outcome with minimal financial burden.

For these reasons, the CCPS logo initiative exemplifies excellence in civic education and public information and merits recognition as a 2026 Achievement Award winner.

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**Supplemental Materials:**

[Previous logo \(three heads\)](#)

[Focus group invitations](#)

[Focus group presentation](#)

Logo Resources

- [Logo A](#)
- [Logo B](#)
- [Spanish logos](#)

[CCPS Brand Style Guide](#)