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Surrey school district renews brand / logo

Initiative coincides with move to new education centre

As the Surrey school district moves into its new District Education Centre building, the district is taking the opportunity to revise and renew its logo and branding.

Surrey Connect students and district departments from seven separate buildings dispersed around the City of Surrey have begun moving into the new facility with the move to be largely complete by September. As a result, district stationery, business cards, signs and more need to be replaced.

“Our district identity, represented by our logo and motto, was defined more than a decade ago and, as with other enterprises, a brand identity should be revisited and refreshed to incorporate changes in our operation and direction, as well as changes in the community,” says Surrey Board of Education chair Laurae McNally. “Our district has grown dramatically, we offer many new and different educational services, we are more diverse in many ways, technology has evolved, the board’s vision and goals have been updated over the last 10 years and it is time to reflect these changes in our public identity.”

The brand renewal process involved stakeholders, including district staff, teachers, parents and students. Surrey-based creative agency thornleyHAYNE Creative Communications was chosen to lead the process. The agency has extensive experience with rebranding projects including for the City of Surrey.

The logo will be phased-in to save costs by exhausting existing stationery and other branded items as practical. A new website design is expected to be launched in coming months. Over the longer term, there will also be efficiencies and savings by establishing uniform and consistent standards for district printed materials, advertising and other communications tools.

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For more information, please contact:

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