



NACS overhauled and officially launched use of new branding for district and its 11 schools

Fort Wayne, Ind. (Thursday, Sept. 10, 2020) – Officials from Northwest Allen County Schools today revealed the school corporation’s new branding with a signage installation in its district office lobby area, 13119 Coldwater Rd. The final academic and mascot suite of brands for each school will be presented to the NACS Board of School Trustees during the upcoming meeting, Sept. 14, at Hickory Center Elementary.

“The addition of the eighth elementary school prompted the decision to create logos for Aspen Meadow,” said Dr. Chris Himself, superintendent, Northwest Allen County Schools. “We wanted to unify all of our schools to look more consistent with the school corporation and to provide quality digital graphics for each school so we’re all on the same page. Many of our schools didn’t even have usable, digital artwork.”

NACS received approval from the Board in March 2019, to partner with One Lucky Guitar on a comprehensive brand strategy for the entire district. Legacy and the future became central conversation elements during *Soul Session* branding workshops at every level from administrators to teachers, parents and even a student focus group.

Dr. Himself credits OLG’s attention to detail and their ability to make a big impact with a small gesture that really brings each school closer to being one—every NACS student eventually becomes a Carroll Charger. To emphasize that commonality, the designers incorporated the Charger bolt within each of the school mascots.

“They saw our essence; they saw our heart and soul,” said Dr. Gloria Shamanoff, assistant superintendent, NACS.

Another benefit from the *Soul Sessions* was revisiting the district’s mission and refining its core values which include: integrity, opportunity, inclusion, excellence, commitment and respect.

Visit oneluckyguitar.com for background and more information about OLG, the branding partner for NACS. More information about NACS may be found online at nacs.k12.in.us.

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Northwest Allen County Schools believes in providing a healthy and safe learning environment that engages, supports, and challenges each learner in a culture of achievement and excellence.