Avon Community School Corporation is a high-performing, fast-growing, diverse school district located west of Indianapolis. Avon’s 10,500 students are served by 1,450 employees dedicated to the mission of being a nationally recognized district of choice that embraces all students and prepares them to grow and thrive for their future.

Avon’s corporate identity and flagship communication platforms represented neither the corporation’s current reality nor its vision for the future as of winter 2021. The Communications Coordinator proposed a comprehensive rebranding project, and the project commenced that spring with the support of Superintendent Dr. Scott Wyndham.

Regular anecdotal feedback from key stakeholder groups consistently indicated that Avon’s corporate logo, tagline, website, publications, and collateral were outdated and lacking in cohesion.

Dr. Wyndham led conversations with members of the Avon Board of School Trustees to secure their feedback on the corporation’s brand and communication vehicles. The Communications Coordinator solicited input from school principals and school-level personnel responsible for updating school communication vehicles. In partnership with the Director of IT, the District IT Training Coordinator, and key administrators, the Communications Coordinator conducted in-depth feedback sessions with administrators, educators, and support staff from elementary, intermediate, middle, and high schools to evaluate their experience with current tools and to capture input on project objectives.

Rebrand Avon Community School Corporation by July 29, the start of the 2021-22 school year.

In the final staff e-newsletter of the 2020-21 school year, the new corporate logo and tagline were revealed for the first time. The new websites launched in mid-July. The Brand Standards Guide and a large collection of assets (e.g. electronic letterhead, school logos, design elements, and more) was made available to employees at the same time. Rebranded publications were launched leading up to the first day of school. At the employee Back-To-School Celebration, all district employees received t-shirts and swag emblazoned with the updated brand. School staff and webmasters received training in August.

All project objectives were delivered on time and on-budget. The new logo and tagline have become points of pride in our schools and in our community. Engagement with our website has grown substantially now that we have a stable, streamlined, and user-friendly platform on which to post our most compelling stories and updates. Staff members who use our new brand assets and manage our websites have shared positive, helpful feedback and remained engaged not only during the project but beyond.

Submitted By
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Award Type
Golden Achievement Award

Award Category
Branding Campaign
Rebranding Project Deliverables

Our District Logo

- **SHIELD**: The shield is an academic symbol that communicates strength, tradition, and confidence.
- **ORIOLE**: Our mascot is a source of pride for generations of Avon students, staff, and alumni.
- **BRIDGE**: The Big Four railroad bridge is an Avon landmark and symbolizes our students' journey into the future.
- **12 ARCHES**: Arches provide strength and durability. The bridge's arches represent Avon's 12 schools.
- **SUNRISE**: The sunrise evokes the hopes, dreams, and limitless potential of all Avon students.

District Tagline

**belong • learn • grow**

District & School Websites

Click the images on this page to learn more.