



For Immediate Release

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Sturgeon Public Schools Reveals New Brand



MORINVILLE, AB - The 2019 / 2020 School Year debuts a new brand for Sturgeon Public Schools.

Just over a year ago, Sturgeon Public Schools hired INCITE to gather the insights and wisdom of students, parents, staff and the community. The rich information shared with INCITE resulted in a new brand that is bold, entrepreneurial and focused on excellence.

“Our new brand is more than a new logo and colour scheme, it reflects the vibrant, creative, connected and welcoming culture of our Division,” explains Terry Jewell, Board Chair. “We are growing with the communities we serve and creating rich learning experiences for all of our students.”

According to Mary Lynne Campbell, Superintendent / CEO, “The new branding will start to appear on our correspondence, advertising, website and social channels. Going forward, the new "SPS" logo will also be on exterior school signage and on all of our promotional material.”

Along with a new logo, Sturgeon Public Schools added a compelling tagline to reinforce its message; **Dare to reimagine learning**. The tagline captures the progressive manner in which Sturgeon Public Schools delivers Public Education.

“We do not rely on traditional methods, we do things differently, so that students have many opportunities to experience success each and every day,” says Board Chair, Terry Jewell.

Addition Information:

Visit our website to view the brand narrative: “Our Story”

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