



Answering the Tough Questions

Why are you changing the LCS logo that has been around for generations?

Change can be hard, but in this case, it's time to refresh our brand for the next generation of LCS students. Leon County Schools is a diverse community that strives for excellence in everything we do, and we needed our brand to reflect our mission and values.

Why did you choose the colors and shapes in the logo?

Our new logo is a reflection of our mission and values in so many ways. The star represents the academic excellence our students, teachers, and staff strive for every day. The shape around the star is an abstract shape of Leon County, and the colors that make up the county shape represent the diversity of our community as well as the diversity of opportunities found within our school system.

Is it true you spent \$100,000 for this logo?

The budget for this initiative covered so much more than the logo alone. After an open bid process, we spent just under \$100,000 for a 10-month engagement with two local marketing firms that included the following:

- The development of a brand marketing strategy
- Planning and executing multiple diverse focus groups of parents and teachers
- Conducting market research of parents of school children in our community, both those in and out of public schools
- Multiple iterations of brand concepts
- Development of a brand rollout plan including video collateral, communication to teachers, staff, parents and community stakeholders
- A media relations and social media plan for the brand rollout
- Development of creative assets for post-brand launch marketing campaign

Yeah, but wouldn't that money be better spent in the classroom?

We would argue this money IS being spent in the classroom. LCS is in a new, competitive environment. When we lose a student to a private or charter school, thousands of dollars of funding follows them. Organizations spend money on marketing to make more money in return. That is exactly what we are doing with this campaign and branding effort. Ultimately, our goal is to increase enrollment, so that we have more funding to put back into our schools.

But isn't it wrong for public institutions to be marketing against private ones?

We don't think so, and neither do higher education institutions, like FSU, FAMU and TCC; the nation's military branches; the U.S. Postal Service, local governments such as the City of Tallahassee and Leon County; and many more. Public entities can be in competitive environments. That has never been more true for public schools.