

New year, new look, for Atchison Public Schools

**(KAIR)--The new year will mean a new look for the Atchison Public Schools, with the mascot, and other district logos, receiving a makeover.**

**The decision for the overhaul was approved this week by the Board of Education for USD 409 during its regular meeting. Approval follows the rebranding process that's been underway since August. The matter stems from identified problems with the district's branding, including inconsistency, no universal brand guide, multiple fonts, and the district's "A" symbol being the same as used by the Arizona Wildcats. Additionally, the district's mascot, and primary logo, the Phoenix, was generic clip art that includes such issues as being too detailed to properly replicate, intimidating for younger ages, and design limitations.**

**The new Phoenix logo is original art, created specifically for the school district. The new letter "A" logo incorporates aspects of the Phoenix into its design, as a matter of consistency, while other district logos, including sports and club crests, are also redesigned for consistency and versatility.**

**The School District plans to begin using the new designs in January.**

