



MEDIA RELEASE

February 2, 2024

School District 22 Rebranding Complete

A year and a half into the School District 22 Strategic Plan rebranding is now complete.

The old wooden sign on 15th street has been replaced by a colourful sign symbolizing a more dynamic view of the future. “We are a diverse community, and our new signage promotes and supports energy, community, inclusion, and engagement. We are heading in a new direction and one that offers pathways for all students to reach their own potential,” says Board of Education Chair, Mark Olsen.

“The new logo, the “ripple”, depicts our beautiful surroundings and water, our many faces, our interconnectedness, diversity, and creativity. Throughout the rebranding we have been led by the land and our location on the unceded territory of the Syilx nation. The colours of Kalamalka Lake were the inspiration for the new colours of our logo” explains, Vice-Chair, Kelli Sullivan.

The motto now also adorns the School Board Office site on 15th Street in Vernon. Students, staff, families, and the external community had input into producing ideas around the districts Mission, Vision, and Motto. “Coming out of the pandemic they wanted to be seen, heard, understood, and they wanted to be inspired,” says Superintendent Perkins. “In fact, it was students who came up with the idea of the motto: Dream. Believe. Achieve.”

The district launched their new website in January <https://sd22.bc.ca/> and prior to that, the entire maintenance fleet of vehicles was rebranded and all internal items such as print, media, and facilities signage.

Photos attached in email:

Student Trustees with Dream. Believe. Achieve signage on SD22 Board office - Feb. 2, 2024

From left to right: Luke Friesen, Kaylee Peters, Tobias McRae, Oceane Mignon, Anabhav Kishore, Selynn Choo, Nevaeh Kim, Ella Fisher, Angelina Van Dusen

SD22 New logo sign View #1 - Feb. 2, 2024

From left to right: Director of Facilities, Archie Stogianos; Secretary-Treasurer, Adrian Johnson; Director of Indigenous Programs, Charity Sakakibara; Assistant Superintendent, Katherine Oviatt; Chair Mark Olsen; Vice-Chair, Kelli Sullivan; Superintendent Dr. Christine Perkins

SD 22 New Logo sign View #2 - Feb. 2, 2024

From left to right: Director of Indigenous Programs, Charity Sakakibara; Superintendent Dr. Christine Perkins; Vice-Chair, Kelli Sullivan; Chair Mark Olsen; Assistant Superintendent, Katherine Oviatt; Director of Facilities, Archie Stogianos; Secretary-Treasurer, Adrian Johnson

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