We’re proud to introduce...

A new website and visual identity
Wetaskiwin Regional Public Schools is proud to be launching a new website and visual identity. The process of changing our visual identity began in 2007 when we hired Chaos Communications to assist us with a communications audit. This communication audit identified areas for improvement and recommended a more efficient way to communicate with our parents, students and staff.

As a result of the communication audit one recommendation was to develop a new website, logo and visual identity. Chaos Communications designed our new logo and Box Clever was hired to develop this website. When the public views a publication that carries our visual identity, they form an opinion about our values, standards and goals. Therefore a visual identity is more than just colors and logos. It is our identity and it is an important communications tool that must be used with care and consideration.

We know that trust is the key to building mutually beneficial relationships with the public and we hope to build this trust through consistency in performance and communication. This new website will strengthen communications and improve our ability to build public awareness of who we are and what we stand for.

Our new logo is the human depiction of the work done in the Division. The images of the children represent students and the promise and potential inherent in all youth. Both images are stepping forward indicating motion and excitement. The arms are outstretched anticipating and embracing the opportunity to learn and grow. The children’s figures are united by an arch that suggests a sense of belonging and being part of a greater whole. At the centre of the arch there is a book in flight, demonstrating that they are united by learning and knowledge. The book is open conveying a sense of promise and Wetaskiwin Regional Public Schools commitment to help students learn.

We may look different but we will continue to provide exceptional opportunities for our staff and students based on the same values and dedication as in the past. We have worked hard to develop a strong foundation and will continue to support our division as we meet the changing needs of our students and communities.

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