

Albany Unified School District Visual Identity

Presentation to AUSD Board of Education
by Ellen Toomey

August 17, 2010

Goals

- Functional, clear, consistent and coherent communication materials.
- Accurately reflect the values and value, of the school district.
- Support and enhance communication between all members of the community.

**DISTRICT
ADMINISTRATION**

Marla Stephenson
Superintendent

Laurie Harden
Assistant Superintendent



ALBANY UNIFIED SCHOOL DISTRICT

904 Talbot Avenue • Albany, CA 94706
(510) 558-3750
FAX: (510) 559-6560
www.albany.k12.ca.us

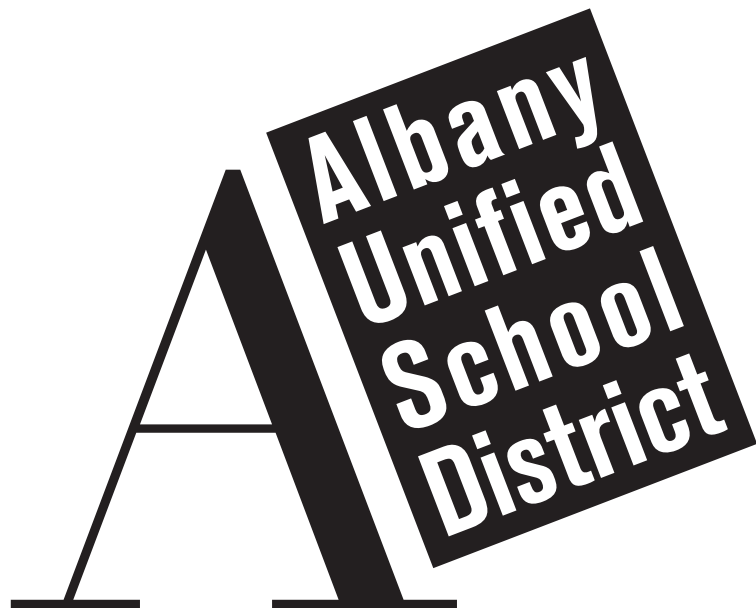
**BOARD OF
EDUCATION**

David Glasser
President
Ronald Rosenbaum
Vice President
Miriam Walden
Dr. Patricia Low
Paul Black

EXCELLENCE . HIGH EXPECTATIONS . LEADERSHIP . DEDICATION

Considerations in Developing AUSD Logo

- Contemporary and durable.
- Effective in all formats/media and contexts — from letterhead to website to T-shirt. Will frequently be situated in visually eclectic milieux.
- Distinct from and harmonious with each school's identity.
- The district's teaching spans pre-K to adult.



**Albany Unified School District**

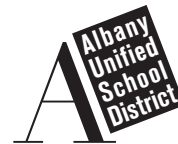
1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

District Administration

Marla Stephenson, *Superintendent*
Laurie Harden, *Assistant Superintendent*

Board of Education

Ronald Rosenbaum, *President*
Dr. Patricia Low, *Vice President*
Miriam Walden
David Glasser
Paul Black



Marla Stephenson
Superintendent

Albany Unified School District

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

The mission of AUSD is to provide excellence in public education, empowering all to achieve their fullest potential as productive citizens. AUSD is committed to creating comprehensive learning opportunities in a safe, supportive, and collaborative environment, addressing the individual needs of each student.



The mission of AUSD is to provide excellence in public education, empowering all to achieve their fullest potential as productive citizens.

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

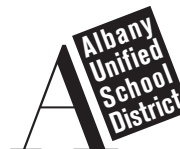
District Administration

Maria Stephenson, *Superintendent*
Laurie Harden, *Assistant Superintendent*

Board of Education

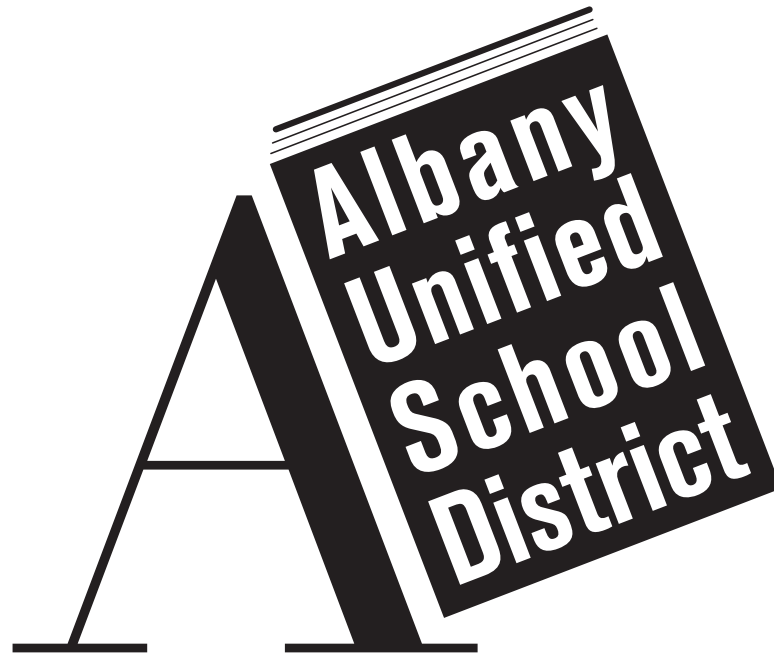
Ronald Rosenbaum, *President*
Dr. Patricia Low, *Vice President*
Miriam Walden
David Glasser
Paul Black

Excellence Empowering Fullest Potential Productive Citizens.



Maria Stephenson
Superintendent

Albany Unified School District
1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us



**Albany Unified School District**

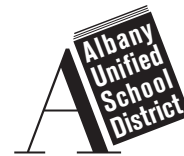
1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

District Administration

Marla Stephenson, *Superintendent*
Laurie Harden, *Assistant Superintendent*

Board of Education

Ronald Rosenbaum, *President*
Dr. Patricia Low, *Vice President*
Miriam Walden
David Glasser
Paul Black



Marla Stephenson
Superintendent

Albany Unified School District

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

The mission of AUSD is to provide excellence in public education, empowering all to achieve their fullest potential as productive citizens. AUSD is committed to creating comprehensive learning opportunities in a safe, supportive, and collaborative environment, addressing the individual needs of each student.



Albany
Unified
School
District



1051 Monroe Street, Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

District Administration

Marla Stephenson, *Superintendent*
Laurie Harden, *Assistant Superintendent*

Board of Education

David Glasser, *President*
Ronald Rosenbaum, *Vice President*
Miriam Walden
Dr. Patricia Low
Paul Black

*The mission of AUSD is to provide excellence
in public education, empowering all
to achieve their fullest potential
as productive citizens.*



Marla Stephenson
Superintendent

Albany Unified School District

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

*excellence
empowering
potential
productive*



1051 Monroe Street, Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

The mission of AUSD is to provide excellence in public education, empowering all to achieve their fullest potential as productive citizens.

District Administration

Marla Stephenson, Superintendent
Laurie Harden, Assistant Superintendent

Board of Education

David Glasser, President
Ronald Rosenbaum, Vice President
Miriam Walden
Dr. Patricia Low
Paul Black



Marla Stephenson
Superintendent

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

excellence in public education, empowering all to achieve their fullest potential





1051 Monroe Street, Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

District Administration

Marla Stephenson, *Superintendent*
Laurie Harden, *Assistant Superintendent*

Board of Education

Ronald Rosenbaum, *President*
Dr. Patricia Low, *Vice President*
Miriam Walden
David Glasser
Paul Black

The mission of AUSD is to provide excellence in public education,
empowering all to achieve their fullest potential as productive citizens.
AUSD is committed to creating comprehensive learning opportunities
in a safe, supportive, and collaborative environment,
addressing the individual needs of each student.



Marla Stephenson
Superintendent

Albany Unified School District

1051 Monroe Street
Albany, CA 94706
510.558.3750 Phone
510.559.6560 Fax
www.albany.k12.ca.us

*The mission of AUSD is to provide
excellence in public education,
empowering all to achieve their
fullest potential as productive citizens.*



[Home](#)[Schools](#)[School Board](#)[Community](#)[Facilities](#)[Employment](#)[Contact Us](#)[Enrollment](#)[Departments](#)[Albany Pool](#)[Budget](#)[Strategic Plan](#)

Superintendent's Corner

Coming soon...

[Read More](#)

Links

District News

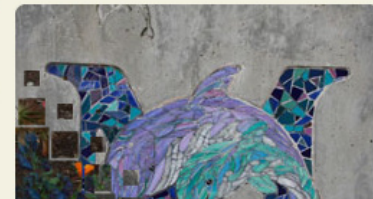
- [Welcome to our new website!](#)
Come inside & take a look around
[Show All »](#)

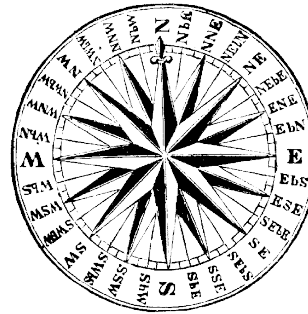
Advisory Committees

Coming soon

District Calendar

- [School Board Meeting](#)
Date: 8/17/2010
Time: 7:30 PM - 10:00 PM
[Show Calendar »](#)
[Show All »](#)





Albany
Unified
School
District

ALBANY
Unified School District



ALBANY UNIFIED SCHOOL DISTRICT