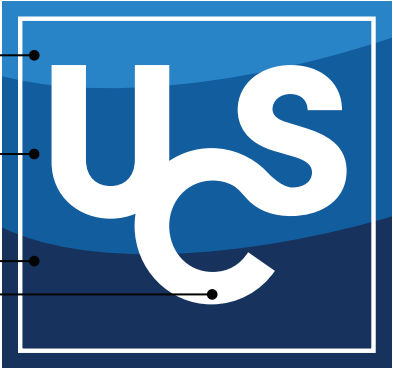


Sleeker logo will have extended useful life for the district. The contemporary and clean look conveys a more modern and innovative institution, helps with legibility and is easier to read in digital formats.

Layering represents the vision, mission and values of the community.

Letters intentionally connected with 'C' signifying the foundational community support on which UCS is built.



**UTICA
COMMUNITY
SCHOOLS**

ESTABLISHING EXCELLENCE SINCE 1818

Honors the history of the school district through a traditional serif font, while looking to the future of UCS with sans serif font.

FULL LOGO



ESTABLISHING EXCELLENCE SINCE 1818

LOGO WITHOUT TAG



LOGO OUTLINE



LOGO ICON



On the heels of the UCS Empowered strategic plan adoption, Utica Community Schools will embrace a new logo.

Bright and modern, the logo provides a fresh look to Utica Community Schools while visually representing UCS' commitment to providing multiple pathways toward excellence. This refresh complements UCS' updated Vision and Mission statements adopted in 2023, as well as UCS Empowered and the updated website.

A brand guideline document will be created in support of the new logo. This will help unify district communications by indicating what colors and fonts are suited for use by district staff, as well as highlighting old branding that should no longer be used.