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NEWS RELEASE

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S.C. Charter School District Rebrands to Enhance Visibility and Tell Its Story to Parents, Pupils

New Logo and Other Elements Will Aid in Mission to Increase Learning Opportunities for State's Youth

CHARLESTON, S.C., May 27, 2015 – Since 2008, the South Carolina Public Charter School District has been authorizing and overseeing charter schools in the state. Now, as it ramps up efforts to educate residents about the nature and benefits of charter schools, the SCPCSD has adopted a new brand identity.

Armed with a new logo and color scheme, the district hopes to enhance its visibility and better promote its mission, which is to improve student learning and increase learning opportunities in South Carolina through the creation of innovative, high-quality charter schools. The district also adopted a branding style guide to ensure the new brand image and messaging are consistent and used properly across all internal and external communications.

“There’s a great deal of confusion among residents about what a charter school is, let alone that this district is free and open to all students in South Carolina,” says Dr. Wayne Brazell, superintendent of SCPCSD.

“A compelling, instantly recognizable brand is vital for communicating our existence and mission to parents and children.”

The rebranding consists of an entirely new logo, highlighted by a stylized palmetto tree and cross section of an open book that evokes the wings, which the district strives to give to all students. The brand retains the words “excellence,” “innovation” and “results” from the prior logo. The font, called Avenir® Next, is by

design, as “avenir” is French for “future” – a perfect complement for the SCPCSD brand.

The new branding elements, which are currently being integrated into all digital and off-line materials, were developed by [Adamus](#), a creative agency with offices in Mount Pleasant, S.C., and Williamstown, N.J.

About the South Carolina Public Charter School District

Through the innovative spirit of educators, parents, students, and communities in the state, a wide array of public charter schools are being established. [The South Carolina Public Charter School District](#) (SCPCSD) provides support and oversight, using rigorous standards to hold schools accountable. With nearly 17,000 students in 31 schools, SCPCSD ranks among the top 20 districts in the state based on size. For more information, visit www.sccharter.org.

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