



REBRANDING TIMELINE

JULY

- FH Board of Education votes to respectfully retire AHS logo using private donations.
- The fundraising campaign begins via GoFundMe.
- Over 30 participants (students, staff, parents, alumni, and school administrators) attend first AHS Logo/Brand Steering Committee meeting.

AUGUST

- The Steering Committee and subcommittees (Selection, Branding, Communicators, Fundraising and Honoring the Past) work to establish guidelines for the process.
- A timeline and plan for community engagement is approved for the logo and brand transition.

NOVEMBER & DECEMBER

- Inform the greater Anderson Township and Village of Newtown communities about the transition.
- Engage with the public through an open survey to receive feedback on what the logo should be.
- Narrow down the top 10-15 suggestions.

DECEMBER & JANUARY

- Current students, staff, and alumni will review the top suggestions from the community-wide survey.
- Through a secondary survey, this group will narrow down the list to the top five selections.

JANUARY & FEBRUARY

- Current students, staff, alumni, and future AHS students vote for their top choice.
- The final selection is expected to be unveiled in mid-February.

2020

2020/2021