

# Nicola Similkameen School District

## Introducing Our New District Logo

January 6, 2025

After much discussion and imagining, we are proud to present the new logo for the Nicola Similkameen School District.

A logo is an important part of our District's visual identity, as it helps people to easily recognize and remember us wherever they 'see' us. It can be a daily reminder of what makes the Nicola Similkameen School District a learning community, and represents students, families, staff, and their values, hopes and dreams.

Many had a hand in the creation of the logo through significant consultation and collaboration. We are particularly grateful to the many students who shared their thoughts and dreams about what the new logo could look like and represent. The kids guided this work and provided important insights to the design team. So, thank you to all who helped inform the direction of this design. It is unique to the District and holds great meaning for us.

Like a poem, this logo is meant to be seen and interpreted in many different ways by different people: an open hand that both gives and receives; an image that conveys nurturing and caring feelings; a reflection of local petroglyphs and stories; a connection to the valleys, rivers, hillsides and grasslands that we are privileged to work, learn and live in; an acknowledgement of the importance of working, learning, and celebrating together.

We hope that each of you, as a member of our learning community, can find a meaningful and important connection and that everyone feels welcomed, included, and inspired by the creation of this logo.

*We humbly recognize and acknowledge that we learn, teach and work on the traditional unceded territories of the Nl̓eʔkepmx and Syilx people, and we acknowledge our Metis communities and their contributions to the Aboriginal ways of being and knowing.*