



PRESS RELEASE

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District Unveils Its New Logo

Avondale, Arizona - Agua Fria Union High School District is excited to unveil its new logo. "The community has grown and evolved over the years, so it is time for a refreshed logo to reflect what the District represents today and to symbolize our future," stated Superintendent Mark Yslas. "We are entering a new era as a region; rebranding goes hand in hand with the change and momentum of the west valley."

While change is necessary to progress, honoring the foundation of what makes this district special is vital. The new logo's colors are red, white and blue to represent the community's patriotism. It also depicts a river, which is a nod to the Spanish words in the District's name, "agua fría," which translates to "cold water." Like water, Agua Fria Union High School District helps create economic prosperity, build communities, and connect people.

New Logo, Full Color



Logo Selection Process

July 2021: Several logo options were created internally by the newly established Department of Communications and Strategic Initiatives. A focus group was assembled to ensure the logo involved multiple stakeholders.

August 2021: Feedback from community members, teachers, students and staff was used to help guide, modify and eliminate options. A survey was conducted to rank logo options and the top two logo options were presented to the Governing Board for their consideration.

September 2021: A new logo was selected by the Governing Board at a Governing Board Meeting. The community will begin to see the new logo rolled out on social media, the web page and on District communications. A style guide has been created to ensure the brand integrity of the new logo.

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Agua Fria Union High School District was established in 1955. Today, the district serves the communities of Avondale, Buckeye, Goodyear, Litchfield Park, Waddell and part of Glendale with its six high schools: Agua Fria, Canyon View, Desert Edge, Millennium, Verrado and Agua Fria Online. Plus the District offers two alternative programs: Coldwater Academy and New Directions. More information can be found at aguafria.org