



## **Latina-Led Firm Designs a New Logo for the San Mateo Union High School District after Co-hosting Multilingual Focus Groups**

*Voler Strategic Advisors Played a Key Role in Crafting a Modern Symbol of Unity, Growth, and Inclusivity for Diverse District*

**San Jose, CA (July 9, 2024)** - Voler Strategic Advisors (VSA) proudly announces the successful completion of the [San Mateo Union High School District's \(SMUHSD\) rebranding initiative](#) with the adoption of a new logo. This yellow and navy blue kaleidoscope-inspired design was approved by the SMUHSD Board of Trustees during a public meeting on May 23, 2024, after an inclusive and comprehensive ten-month process. On July 8, SMUHSD unveiled the design on its website, letterhead, and other assets.

"Our new logo represents our 10 schools; the 6 cities in our District; and our one District. Visually, the kaleidoscope refers to the ever changing and endless possibilities for our students and other members of the SMUHSD community. It allows for the unique characteristics of our schools, students and educators while also recognizing our intersections and interdependability," said Randall Booker, SMUHSD Superintendent.

VSA was selected to lead this rebranding effort following a rigorous request for proposals and selection process. Perla Rodriguez, CEO at VSA, collaborated closely with SMUHSD students, parents, educators, and staff members through five focus groups, including a Spanish-only session, and bilingual surveys conducted between December 2023 and January 2024.

Ligia Andrade Zúñiga, SMUHSD Board President, who attended each focus group, stated, "With this process, the District heard the voices of many to inform the development of a visual representation of our diverse District."

VSA's design team worked intensively to ensure the logo would reflect SMUHSD's values of academic excellence, inclusivity, and community partnerships. Rodriguez added, "The new logo aligns seamlessly with SMUHSD's values, mission, and equity principles. The yellow and navy blue colors reflect the bright hopefulness within the District and its classic, high-quality education. The kaleidoscope represents an ever-changing organization striving for better student outcomes. I'm really proud of the result."

Laura Chalkley, SMUHSD Director of Communications, emphasized the collaborative and interactive nature of the project, and how well the result captured the District's mission and values: “VSA helped us make sure the new design represents us now– and into the future– by ensuring the ideation process was inclusive.”

Student Board Representative Hiroki Maruyama noted the final logo’s resemblance to a cherry blossom, which she said is a symbol of how students in the District grow and flourish there.

**About Voler Strategic Advisors:** Voler Strategic Advisors is a full-service communications firm providing a spectrum of services, including public relations, crisis management, and strategic solutions designed to empower public and private organizations. Built on the fundamental belief that effective communication drives success, we are dedicated to delivering client-inspired strategies that foster positive outcomes for the diverse communities we serve. For more information, visit: <https://volersa.com/>

**About San Mateo Union High School District:** The San Mateo Union High School District serves approximately 9,000 9th through 12th graders in the communities of Burlingame, Foster City, Hillsborough, Millbrae, San Bruno, and San Mateo in the heart of the San Francisco Bay Area’s Peninsula. We serve the teens of our community through six comprehensive high schools, an alternative high school, a middle college program, and a school for newcomers to the country. Additionally, we serve nearly 4,000 adult learners through San Mateo Adult & Career Education, and we serve young adults through our Special Education Transition Programs. To learn more, visit: <https://www.smuhsd.org/>