

NEW IDENTITY CELEBRATES THE IMPORTANCE OF EARLY LEARNING PROGRAMS



In February, the Wayzata Public Schools will open the Wayzata Early Learning School at the intersection of Highway 101 and County Road. This is both exciting and significant. It marks the first time that all of our programs and services for our youngest learners (birth to kindergarten) and their families will be together in one building, making it more convenient for families to learn about and access the full spectrum of early learning opportunities and better facilitate staff collaboration. In addition, it will be home to Wayzata's Welcome Center, where new families enroll their children and get to know our school district. **This is where school begins!**

***Note:** Wayzata Early Learning School refers to the building where the early learning programs are housed. Wayzata Early Learning or Early Learning will be used when referring to the group of programs that serves our District's early learners. The name Wayzata Family Learning Center will no longer be used.*

The Wayzata Early Learning School will be home to these programs and services.

- Wayzata Public Schools Welcome Center
- Wayzata Early Childhood Screening
- Wayzata Early Childhood Family Education
- Wayzata Early Childhood Special Education
- Wayzata Early Learning Preschool Options
 - Wayzata Peppermint Fence Preschool
 - Wayzata Home Base – Bright Start Child Care

NAME AND LOGO STORY

The name: Participation in early learning programs and services provides a critical foundation for student success in the K-12 years. Referring to the site where Wayzata's Early Learning programs and services are offered as a school, demonstrates that the District values the learning that occurs during this segment of time (birth up to kindergarten), just as we value the learning that occurs in our elementary, middle and high schools.

The sprout: The imagery of a sprout symbolizes young new growth and represents the infants, toddlers and preschoolers. When well nourished, sprouts, like children, grow, develop and thrive. This simple, whimsical, storybook style image appears eager, as if it is about to burst with new growth. The arc of the sprout mimics the arc of the District logo's embracing laurel wreath, symbolic of growth, inclusivity and achievement.

The color green: Green is used not only to emphasize the growth and vitality associated with the sprout, but also to emphasize the word "early", which is so important when thinking about a child's education. It helps communicate the importance of early screening, early diagnosis, early intervention, early treatment, and early education. It's all about getting started early!

The fonts: "Wayzata" and "School" are in the District's typeface and blue color, clearly signaling that this new school is part of the Wayzata Public School District, sharing its standards of innovation and academic excellence and connected to its curriculum. "Early Learning" is in a rounded sans serif lower case font, evoking friendly, simple, childlike letter forms.

You can expect to see the new name and logo gradually integrated into all district and community education communications over the next several months. For more information contact Amy Parnell, Director of Communications and Community Engagement at 763-745-5068.