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For Immediate Release

September 9, 2025 – Prince George, BC - After five months of collaboration with students, staff, Indigenous partners and DPAC representatives, SD57 is proud to unveil our new logo.

The journey to the new logo was informed by voices from the SD57 community. The feedback received called for elements inspired by the lands, student perspectives, traditions and histories of the communities the District serves. The logo is also a reflection of the School District's mission to nurture proud, confident, and lifelong learners through innovation, high standards, and culturally responsive education.

The logo is made up of different pieces, layers, and meaning, such as the thumbprint-inspired shape, which celebrates each student's unique learning journey. The thumbprint also ties into the symbolic significance of the hand in Dakelh culture: the sharing of knowledge, respect for the land and care for both past and future generations.

The logo leans into modern typography, and its clean lines represent future-focused, innovative values. It incorporates symbols for the region's natural environment, including the trees and diverse landscape of the District, the Fraser and Nechako rivers that connect SD57's communities, and the salmon to recognize students' strength, resilience, and growth through their education journey. The salmon symbol also honours the cultures and stories of the Lheidli T'enneh, McLeod Lake Indian Band, and Simpcw First Nations and their traditional territories.

To ensure the new visual identity is representative of the vast communities (Prince George, McBride, Mackenzie, Valemount, and the Regional District of Fraser Fort George) and Nations (Lheidli T'enneh First Nation, McLeod Lake Indian Band, and Simpcw First Nations) SD57 serves, all communities were given multiple opportunities to provide input and share ideas on the direction of the logo through both surveys and focus groups.

The brand redesign survey SD57 sent out in May received nearly 1,300 responses. This survey was followed by five engagement sessions with nearly 80 participants including secondary students, staff, Indigenous partners, District Parent Advisory Council (DPAC) representatives, and caregivers.

In the coming months, SD57 staff will be working to replace our existing signage and other branded materials with our new logo, which will serve as the metaphorical fingerprint of the District for years to come.

"Through this new brand, we're bridging generations, cultures and values—united by one purpose: to create an environment within our schools where, just like a thumbprint, we recognize every student's unique learning journey—and its value, and the importance that all staff feel supported." - Jameel Aziz, SD57 Superintendent/CEO