

December 16, 2025

Re: Introduction of Our Redesigned School Logo

Dear Students, Families, and Staff,

We are pleased to share that our school has completed a redesign of our school logo—a project that began in 2023 with the goal of creating a design that truly reflects our community's values, identity, and shared commitments.

To guide this process, we formed a Logo Redesign Committee made up of student representatives from each division as well as staff members. The committee collaborated closely with Musqueam artist Chase Gray, engaging in focus group discussions to explore what is most important to our school community. These conversations helped surface themes of belonging, connection to place, and learning through relationships—principles that align strongly with our ongoing actions toward reconciliation and the First Peoples Principles of Learning.

Throughout the redesign, students, staff, and families played an essential role. Feedback was gathered at multiple stages to ensure the final design honours our school's identity while also deepening our commitment to learning that is experiential, holistic, and rooted in respect.

We are very excited to share this new design with you and look forward to seeing it represented across our school communications, signage, and spirit wear. More information about the logo's elements and rollout timeline will follow soon.



Thank you to everyone who contributed their time, insight, and creativity to this important project.

Warm regards,

April Pikkarainen

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Principal, Jessie Wowk Elementary