



## **Announcement February 13, 2014**

**East Side Union High School District**  
830 N. Capitol Avenue, San Jose, CA 95133

**Office of the Superintendent**  
(408) 347-5010

### **East Side's New Brand Reflects Bold New Direction**

The East Side Union High School District is pleased to launch its new brand. Its multi-colored chevron represents many aspects of who we are today and where we're headed.

For students, we are an all-inclusive high school experience in an environment that is a reflection of Silicon Valley and the world. We want every student to have the tools to thrive in a global society, regardless of their origin or advantage.

For parents, staff, community, and business partners. East Side is an institution with many persons; as one, it is a brand that stands united as one face, one voice – representative of all.

East Side is the largest High School District in Silicon Valley, and takes this responsibility very seriously, offering the greatest variety of programs, individualizing them to every student, and partnering with Silicon Valley businesses, colleges and universities. It's the reason why we celebrate diversity as part of our strength and reward innovative, out-of-the-box thinking.

Our [brand](#) was designed to reflect these values.

*For questions, please contact:  
Superintendent's Office  
Phone: 408.347.5010*

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