

**Allison Brown**  
Superintendent of Schools

## Excellence. Elevated. Roslyn's New Look & Website

August 15, 2025

Dear Roslyn Families,

As summer winds down and we prepare to welcome students back to school, I'm excited to share the results of the branding effort I introduced to the community last fall. Earlier this year, a group of dedicated staff and community members came together on an inspiring journey—one that invited us to reflect on who we are, what we stand for, and how we want to share our story. Today, I'm delighted to offer you a first look at what's coming.

At the heart of this work is a bold, unifying message: **Excellence. Elevated.** This isn't just a motto—it's our mindset. In Roslyn, excellence is an ever-rising standard we set for ourselves, our students, and our entire community. It means pushing boundaries, embracing new ideas, and continually improving the learning and well-being experience for every child and family we serve.

We're also proud to introduce the newest member of our Roslyn family—our updated and uniquely Roslyn **Bulldog mascot!** Confident, determined, and bold, this refreshed mascot is designed to inspire—not only on the field but in classrooms, on stages, and throughout every corner of our district. As the school year progresses, you'll begin to see the new bulldog and branding elements across schools, apparel, and signage—beginning with our district calendar!



Finally, our **brand-new district website** has launched and is up and running! The redesigned site is clean, modern, and much easier to navigate—serving as a central hub for families, students, and staff to find important information quickly and easily. As we continue to work hard to update and refine the content, we appreciate your patience during this ongoing process. Later this year, we plan to enhance

the ways we stay connected and we look forward to sharing new updates and exciting communication improvements with you soon.

Roslyn has always been a community where innovation, creativity, and resilience thrive. Now, with a unified vision, refreshed identity, and a new website to match, we're ready to move forward—together—with pride, purpose, and elevated excellence.

Enjoy the rest of your summer, and we look forward to an exciting school year ahead!

Sincerely,

Allison Brown  
Superintendent of Schools