The Academy symbol is based on the characters "A" and "P" graphically styled into a sword of honour. A symbol of achievement and excellence, the logo signifies the Academy's ongoing commitment to support, enhance and recognise achievement and excellence in 'principalship'.

The 'sword of honour' is an apt image as the Academy seeks to lead the profession to new heights. It also reflects the Academy's stature and the esteemed role of school principals in Singapore's education service.

The fluid stroke of the characters that forms the letters and sword elegantly characterises the creativity and dynamism of the Academy.

The subtle balance between the angular and the smooth symbolises the firm foundation on which the Academy is based, coupled with its flexibility and future outlook.

The deep red is, interestingly, both traditional and unconventional. The colour reflects the passion, commitment and understanding of all principals who exemplify the best in this noble profession.