

WICHITA FALLS ISD BOARD OF TRUSTEES
March 28, 2016

Agenda Item:	District Logo		
Administrator Responsible:	Ashley Thomas, Communications Officer		
<input checked="" type="checkbox"/> Action Needed	<input type="checkbox"/> For Discussion	<input type="checkbox"/> Information	<input type="checkbox"/> Report

Administrative Recommendation:

That the Wichita Falls Independent School District Board of Trustees approves option 3 of the options for a new district logo. Option 3 incorporates all three high school colors and will be used for district marketing as submitted and recommended by Mr. Michael S. Kuhrt, Superintendent of Schools.

Explanation

The Wichita Falls Independent School District is in the process of developing a new marketing and re-branding strategy. The purpose of the strategy is to increase district visibility and differentiate Wichita Falls ISD from other area districts by visually unifying all communication. The first step in the re-branding strategy is to determine a new logo that can then be incorporated into other district materials. The district's recommendation is option 3 because it incorporates the school colors of all three high schools.