

WICHITA FALLS ISD BOARD OF TRUSTEES
March 22, 2016

Agenda Item: District Logo

Administrator Responsible: Ashley Thomas, Communications Officer

Action Needed For Discussion Information Report

Administrative Recommendation:

That the Wichita Falls Independent School District Board of Trustees approves one of the three options for a new district logo to be used for district marketing as submitted and recommended by 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.