

Denton ISD Logo  
July 30, 2013

**SUMMARY:** After the adoption of the mission statement, the task of rebranding the logo was completed by “crowdsourcing” the logo design and modifying entries based upon feedback from the EIC and their constituents, district administrators, and the Superintendent’s Cabinet. The process is outlined in an online timeline at <http://www.timetoast.com/timelines/project-eic> and on documents provided.

**BOARD GOAL:** Vision, Climate

**PREVIOUS BOARD ACTION:** Workshop

**BACKGROUND INFORMATION:** A recommendation to adopt the logo presented on June 25, 2013 was made. Further information regarding the process of finalizing the logo will be made as a workshop item during the [July 30, 2013] meeting.

**SIGNIFICANT ISSUES:** Denton personnel are anxious to utilize the new logo.

**FISCAL IMPLICATIONS:** The fee for the design has been paid to 99 Designs in the amount of \$799. Denton ISD owns the rights to the design.

**BENEFIT OF ACTION:** If adopted, district personnel can begin using the logo immediately. Many requests have been made for permission to use the new logo on various district documents (such as the Employee Handbook, etc.)

**PROCEDURAL AND REPORTING IMPLICATIONS:** NA

**PUBLIC COMMENT RECEIVED:** Discussion took place during EIC meetings, administrator meetings, the previous board meeting, and via numerous emails.

**ALTERNATIVES:** The district can return to square one and take a different approach using another design process and/or designer.

**OTHER COMMENTS:** Based upon the numerous positive comments and encouragement, I recommend the school board adopt the logo as presented.

**SUPERINTENDENT’S RECOMMENDATION:** Adopt the logo as presented.

**STAFF PERSONS RESPONSIBLE:** Chris Shade, EIC, Administrators, Superintendent’s Cabinet, Superintendent

**ATTACHMENT:**

**APPROVAL:**

Signature of Staff Member Proposing Recommendation: \_\_\_\_\_

Signature of Divisional Assistant Superintendent: \_\_\_\_\_

Signature of Superintendent: \_\_\_\_\_