

Executive Summary

Prepared for Board of Trustees Meeting

June 25, 2013

Denton ISD Logo

Board Goal: Vision, Climate

Purpose of Report After the adoption of the mission statement, the task of rebranding the logo was completed by “crowdsourcing” the design. The purpose of this workshop is to present the final logo design.

Objectives

- Explain the process of the development of the logo.
- Show the logo.
- Explain the meaning behind the logo.

Operational Impact

Much excitement about an updated logo has been generated by the Denton ISD staff. The adoption of a new logo that supports the new mission statement will foster district and community pride.

Results

As with the development of the mission statement, the development of the logo was based upon districtwide feedback. Educational Improvement Council (EIC) representatives shared the various logos generated by the designers. Based upon the feedback of campus staff, EIC reps completed a survey to narrow down the number of designers to six. The designers’ logo concepts were presented to all Denton ISD administrators. Logo concepts were tweaked by designers and the final design was presented to the Denton ISD Cabinet.

Other Options

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