



Aransas Pass Independent School District
Office of the Superintendent
Purpose, Passion, Pride

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Panther Logo - Rebranding Process

- **November 11, 2024** - Board approves the rebranding process.
- **November 12, 2024** - Distribute information to students grades 6-12 and all staff to submit a design. The district color codes, and an artwork/logo release form will be included in submission guidelines.
- **December 9, 2024** - Board submits school board members for Logo Selection Committee. The Logo Selection Committee will be composed of district staff members, Trustees, parents, and community stakeholders, with 12-15 total representatives.
- **January 2025** - Initial Logo Selection Committee meeting. Committee members will collaborate to develop a rubric for logo submissions, based on desired qualities of the final logo selection.
- **January 31, 2025** - Deadline to submit a logo design.
- **February 2025** - Logo Selection Committee meets to grade submissions based on the previously developed rubric. The highest scoring 2-3 submissions will be selected for a stakeholder vote.
- **February 2025** - Voting form will be distributed to stakeholders.
- **March 7, 2025** - Announcement of Final Logo based on voting results.