

# PALMYRA SCHOOL DISTRICT REBRANDING

The Palmyra Board of Education is interested in rebranding the Palmyra School District logo. The process of rebranding will include inviting Palmyra School District constituents to submit new logo designs representing the school district's mission.

## PALMYRA SCHOOL DISTRICT MISSION

The mission of the Palmyra School District is to work cooperatively with the available resources of home and community, including business and industry, to offer each child the educational opportunities that will enable him/her to function politically, economically, and socially in a democratic society and to fully facilitate their development within a safe and secure school environment.

**WHAT:** Palmyra School District Logo Design

**TIMELINE:**

|                                   |                   |
|-----------------------------------|-------------------|
| Submissions:                      | May 10 - 23, 2019 |
| Selection Committee Review:       | May 28 - 31, 2019 |
| Top 5 Finalists for Public Input: | June 3 – 7, 2019  |
| Results to Superintendent:        | June 10, 2019     |

## RULES FOR LOGO DESIGN:

1. Explain meaning for each item in logo
2. Keep it simple...bold-effective
3. Should reflect Palmyra School District's vision and mission
4. All submission are property of the Palmyra School District

**PARTICIPANTS:** All Palmyra School District Constituents

**COMMITTEE:** Public Information Officer, 1 Charles Street School Student Council member, 1 Palmyra High School Student Council member, 1 PTA representative, 1 teacher, 1 school administrator, and 1 community member. This 7-member committee will review submissions and select the top 5 finalists. The top five submissions will be presented for public input and ranked. Those results will be given to the Superintendent for review and presentation to the board for consideration.

**SUBMISSION:** Entries can be submitted in the Main Office at each school building, or by emailing [vstill@palmyra.k12.nj.us](mailto:vstill@palmyra.k12.nj.us)

**CONTACT:** Valerie Still, Public Information Officer, at 856-786-9300 ext: 1008 or emailing [vstill@palmyra.k12.nj.us](mailto:vstill@palmyra.k12.nj.us)

**WEBSITE:** <http://palmyraschools.com/ps/>

**CURRENT LOGO:**

