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TO: Board of Education

FROM: Dale Ellis

DATE: March 6, 2023

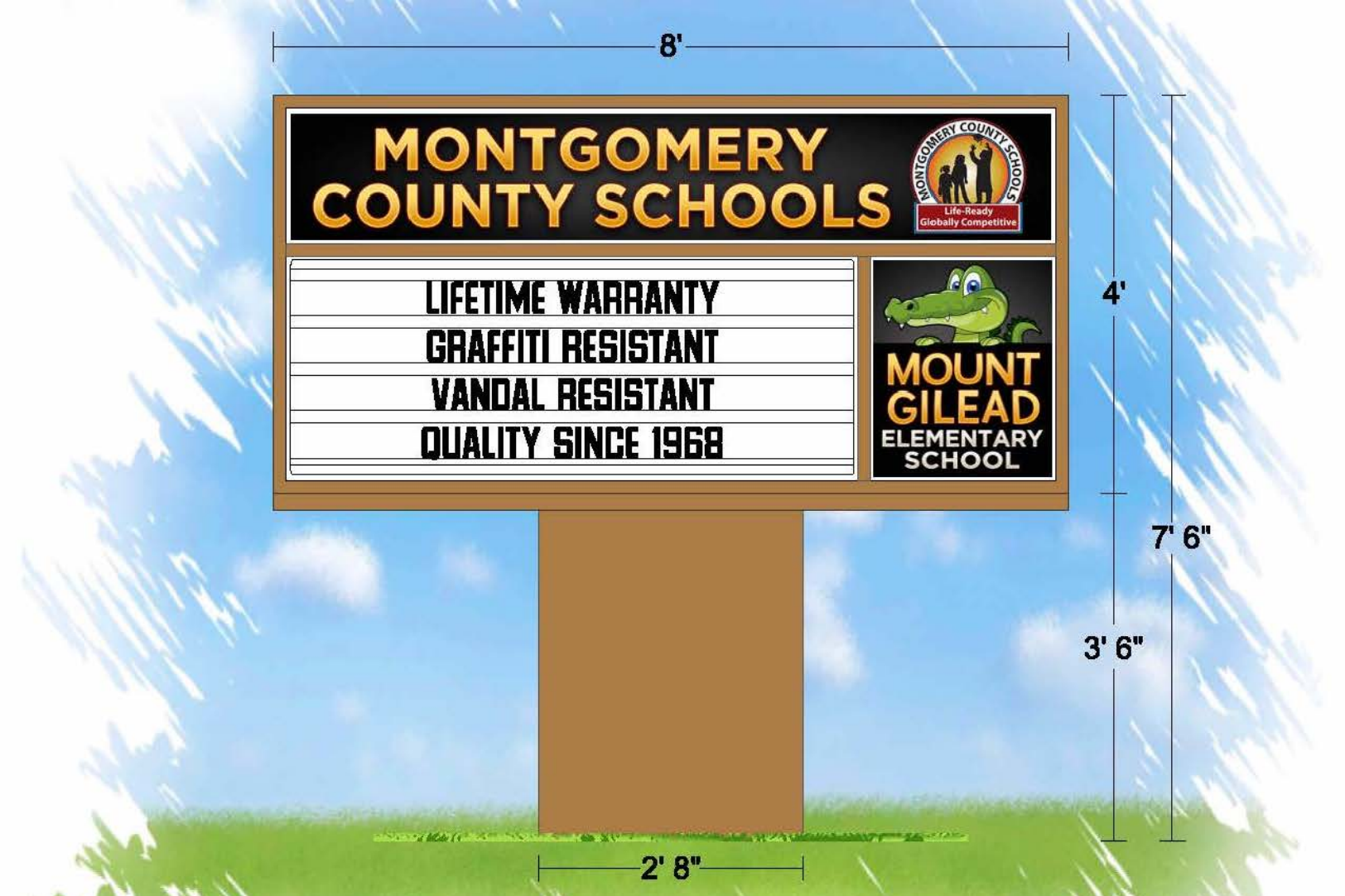
SUBJ: School Sign Design Options

With the need to replace decades old letter signs at our elementary and middle schools, there is an opportunity to incorporate a district wide brand on the entrance signs. Attached are two graphic designs, the first incorporates the district name as the header panel and the individual school on the side panel. The second option reverses the order, placing the individual school on top.

The recommendation is to adopt the first design, using the district name as the header. For the school side panel, at least three designs will be developed using the school's name and mascot. Students will be allowed to vote on the preferred design. Being smaller, the side panel can also be changed more frequently, and at less cost, than the larger header panel. This will allow us to "refresh" the signs every few years with a new school side panel.

The Board is being asked to decide the branding order: district as the header or individual school as the header. The attached designs are representational to assist in that decision. Final designs will reflect both input from the schools and will incorporate best practices: for example, we will use a light color for the metal sign frame, as we have learned dark colors fade much worse over time.

The budget allows for two years this year. The first two schools to receive the new signs will be West Middle and Mt. Gilead Elementary.



StewartSigns
ONE SIGN, ONE COMPANY
1-800-237-3928 stewartsigns.com

Mascot 48

CABINET SIZE: 4'x8' / 4 Lines of 4" Tracking
(200) Sk: 1011034-1b Cust: 1674991
2/22/2023 F/rBanks PROPOSAL
Scale: 5/8"=1' Cabinet Color: Caramel

Signature _____

Date _____

ACCREDITED BUSINESS A+ | HUNDREDS OF FIVE STAR RATINGS | MANUFACTURER DIRECT | UL LISTED | UL Energy Verified

This custom artwork is not intended to provide an exact match for ink, vinyl or paint. Signs are designed for an illuminated graphic and art is based off of this premise. Non-illumination during daylight hours may result in graphics of varying appearance. Brickwork and masonry are not included in the proposal with the exception of Cornerstone products. Measurements shown are approximations; final product dimensions may vary. Original design, do not duplicate.



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