CITY SCHOOLS

MARIEMONT LOGO DEVELOPMENT TIMELINE ITY SCHOOLS

PHASE 2 - LOGO DEVELOPMENT

October 2020

Steering Committee establishes logo development process and timeline (and timeline for elimination of current logo)

November 2020

Identify designer

January 2021

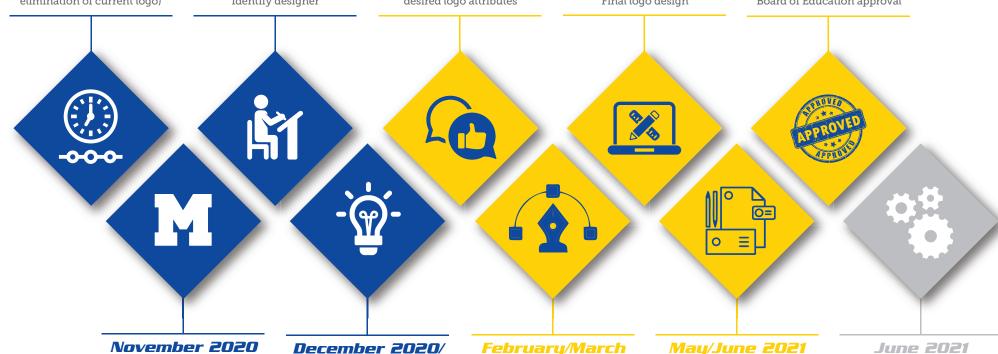
Project Committee convenes to review co-creation session feedback and development desired logo attributes

April/May 2021

Final logo design

June 2021

Board of Education approval



Steering Committee develops district brand story

January 2021

- Co-creation Session
- Stakeholder input

2021

- Designer creates logo prototypes
- · Stakeholder feedback

May/June 2021

Branding guidelines development

through August 2024

Logo implementation

PHASE 3 **IMPLEMENTATION**

PHASE 1 - LOGO PROCESS DEVELOPMENT