



Londonderry School District
Daniel Black,
Superintendent of Schools

Memo

To: Londonderry School Board
From: Dan Black
Date: May 30, 2024
Re: New Draft of School District Logo

For the past half year, the Communication's Committee has been recommending the School District consider adopting a new logo and new slogan as an opportunity to re-brand the School District for the next couple of decades. (The current logo and slogan have been in place for around 20 years)

The picture below is the Logo the Communication's Committee landed on.

We intend to share this with staff before the School Year is out and with families and students as they come back next year.

Our goal is to also have a contest to see if we can have students, staff, parents, and community members give suggestions on adopting a new slogan to go with it. (The Committee has a few tentative ideas)

By the time we are done with the updated Strategic Plan we would intend to have the new logo and slogan adopted as well.

This change has been and will be at minimal cost to the School District. Our Communication's Committee developed the logo in house. We would intend to keep on using any stationary that has the old logo until they are used and incorporate the change over time to make the costs minimal.





LONDONDERRY
School District