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FOR IMMEDIATE RELEASE: March 1, 2023

Indianola Community School District to Launch Branding Effort

INDIANOLA, IOWA — The Indianola Community School District is launching a process to refresh its district brand and create more consistency among the logos being used throughout its schools.

The district's primary logo will not change. Rather, the effort will standardize and better establish the district's secondary logos to maintain a more clear overall brand.

ICSD is seeking the assistance of families, staff, students, and community members to help lead this process by serving on the district's Branding Committee. This group will meet several times over the next few months to discuss what they want to see in our secondary logos, review options from professional graphic designers, and reach a final recommendation to present to the Indianola School Board.

"We are excited to launch this effort and want it to be as community driven as possible," said Ted Ihns, Superintendent. "While we are proud of our current brand and the way it represents our schools and community, we have a need to achieve greater consistency in the way our logos are used."

This process will be driven by several "non-negotiables," including:

- The main district logo will not change, besides minor updates to enhance the quality of the image for use on both digital and printed platforms.
- The district will establish clear guidelines and expectations for the use of its newly established secondary logos so that staff members know exactly how to use them.
- The district will maintain its current color scheme in developing any new secondary logos.
- All secondary logos and branding style guidelines developed through this process will have the full buy-in of the Branding Committee.
- The work of the Branding Committee will ultimately result in a more robust and consistent brand for the Indianola Community School District overall.

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