

The background image is a blue-tinted photograph. On the left, a young woman with long hair is wearing a graduation cap and gown, looking off to the side. On the right, three football players in helmets and jerseys are huddled together, with one player in the center having his arms raised in celebration. The overall scene is celebratory and represents school achievement.

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CLAY COUNTY DISTRICT SCHOOLS

BRANDING **2018**

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OLD LOGO



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OLD LOGO

WISHLIST FOR NEW LOGO



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OLD LOGO

WISHLIST FOR NEW LOGO

- Keep the torch



WISHLIST FOR NEW LOGO

- Keep the torch

- Keep blue and red



WISHLIST FOR NEW LOGO

- Keep the torch
- Keep blue and red
- Keep "In God We Trust"



WISHLIST FOR NEW LOGO

- Keep the torch
- Keep blue and red
- Keep "In God We Trust"

- Add gold accent
- Add "Discovering Endless Possibilities"
- Make clean and modern





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CAROL STUDDARD
Clay County School Board Chair

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I'm looking forward to hearing
from you.

Sincerely,
Carol



CAROL STUDDARD
CLAY COUNTY SCHOOL BOARD CHAIR



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FIVE YEAR STRATEGIC PLAN

FOR FISCAL YEARS 2018 THROUGH 2023

BOARD APPROVAL: FEBRUARY 1, 2018

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