



Public Relations Subcommittee Special Meeting

December 01, 2020 5:30 PM

Via Zoom Teleconference

Attendance Taken at 5:30 PM:

Present Board Members:

Jason Adler

Catherine Staunton

1. Opening Exercises

1.A. Roll call

Discussion:

Also in attendance were Superintendent O'Donnell, Assistant Superintendent Famiglietti and Graphic Artist Laura O'Brien.

1.B. Pledge of Allegiance

Discussion:

All participants stood and recited the pledge.

2. Review of Final Brand Guidelines

Discussion:

L. O'Brien reviewed the brand guidelines which include school logos, color and type, spirit logos, uniforms, stationary and photography. The guidelines also provide general usability specifications including margins, color formats, fonts, and placement. Discussion ensued regarding how these guidelines will be used by the district including the athletic department and written and digital publications such as yearbooks and websites.

3. General Discussion

Discussion:

General discussion occurred on the evolution of this project and the time spent refining the final guidelines.

4. Adjournment

Discussion:

Meeting adjourned at 6:33 PM

Respectfully submitted by M. O'Donnell