

ANCHORAGE SCHOOL DISTRICT  
ANCHORAGE, ALASKA

ASD MEMORANDUM #234 (2004-2005)

March 7, 2005

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: LOGO DESIGN RECOGNITION

*ASD Goal: Establish and maintain a supportive and effective learning environment by collaborating with other community agencies to maximize opportunities for lifelong learning.*

PERTINENT FACTS:

An organization's logo is its identity. It's face. It gives individuals an easy way of remembering who you are, and what you do. Developing a quality logo is not a simple task. It requires communicating the name of your organization and what that organization does.

South Anchorage High School and Eagle River High School, the Anchorage School District's two newest high schools, recently worked in partnership with Porcaro Communications, in the design of their respective school logos. South Anchorage High School's logo is the wolverine, while Eagle River High School's is the wolf.

It is requested that the School Board recognize graphic designer John Hume and Mike Porcaro, President of Porcaro Communications, for their time and efforts in assisting South Anchorage and Eagle River high schools in the design of their school logos.

CC/ME/LN

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