



Kenora Catholic District School Board

We are a Roman Catholic school system dedicated to excellence in education, the Christian formation of youth, and meaningful partnerships with family, community and the Church.

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Press Release
FOR IMMEDIATE RELEASE

Press Release

2011

Date:	September 12, 2011
Topic:	New Board Logo
Developed By:	Trina Henley, Executive Assistant to the Director of Education
Reviewed By:	Phyllis Eikre, Director of Education
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Communication:

On August 29, 2011 the Kenora Catholic District School Board unveiled its new board logo to a gymnasium filled with teachers, principals, education assistants, librarians, maintenance staff, custodians, trustees and so many more. The staff gasped and applauded as the new logo was revealed during the brand launch video.

The new logo was designed to reinforce the board's main message: **Dedicated to Excellence** in Catholic Education.

"Generator designed the logo based on the Cruciform Cross, which signifies the importance of the Kenora Catholic District School Board's faith, and demonstrates stability and permanence", says Heather Cranston, designer from Generator.

"We went to Generator early last spring with the lofty goal of reshaping and rebranding our board" says, Phyllis Eikre Director of Education "and we wanted to be able to unveil the logo to all of our system staff on our first professional activity day of August 29th". Generator accepted the challenge and led our board through a very extensive consultation process that involved our trustees, Executive Council Members, teachers, parents, elementary and primary students, support staff, clergy and priests as well as our retired principals. "It was important to us to ensure we had extensive stakeholder involvement and collaboration. We wanted a new logo that really represented our board today, tomorrow and well into the future" says Eikre.

"The Board is excited and proud of the new logo. It was time to modernize the logo and bring forward a fresh new identity that is distinctly associated with our board. The entire board of trustees are pleased with the result and we look forward to its implementation as we start the new year.", says Mike Favreau, Chair



Former Board Logo



New Board Logo

Phyllis Eikre
Director of Education

Mike Favreau
Chair of the Board