

**For more information, contact:**  
**Mickey Schoonover**  
**Director of School-Community Relations**  
**(314) 213-8025**

**April 28, 2004**

## **Board adopts new logo for Pattonville School District**

Pattonville is getting a new look, thanks to the help of the district's Logo Redesign Committee. The Pattonville Board of Education on April 27 approved a new logo and usage guidelines recommended by the group. The committee is made up of parents, students and staff members. Andrew Scherer, a graphic artist in the Pattonville Printing Department, created the design, which incorporates three stars and an open book.

"The new design provides a much simpler image, something that's easy to identify at a quick glance," said Mickey Schoonover, director of school-community relations. "The book represents learning and the stars represent not only the different age levels of children we serve, but also the fact that Pattonville is an excellent school district with star-quality students, staff and parents."

The committee was responsible for making a recommendation to update the district's logo, as well as developing usage guidelines to provide a consistent look across the district. The previous logo was designed in the 1980s and had become dated. The new logo will be incorporated in all official school and district documents and publications. The design will be available in horizontal and vertical formats, as well as in black and white and two colors, to meet the needs of those who design school and district publications.



*Previous Logo*

*Newly Adopted Logo*

*Note to Editor: A two-color version is available in electronic format.*