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Government of the United States Virgin Islands
Department of Education
Office of Instructional Technology
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St. Thomas, U.S., Virgin Islands, 00802-6746

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COMMISSIONER'S OFFICE

MEMORANDUM

TO: Ms. Donna Frett-Gregory, Acting Commissioner
FROM: Clinton Stapleton, Ph.D., Director of Instructional Technology
SUBJECT: Virgin Islands Department of Education Official Logos
DATE: August 20, 2012

A logo is a very important tool that can assist in improving an organization's image and public perception. Logos are used to identify organizations, gain immediate recognition, and inspire trust, admiration, loyalty, and perceived superiority.

Unfortunately many organizations, including the VI Department of Education, operate without an official logo. The Department's Web Portal Committee has provided a solution by developing the following three (3) logos.

- 1. Font Acronym
- 2. Graphic & Font Full Name
- 3) Portal Address



** Flame = Knowledge | Blue Lines = Caribbean Sun or Waves | Graduation Cap = Achievement | Key = Success*

The logos are being recommended for your approval as the first "official" Virgin Islands Department of Education logos. These logos should be used via all media and marketing resources (letterheads, business cards, advertisements, t-shirts, emails, websites, etc.) to promote the VIDE as an easily recognizable brand and to improve overall stakeholder perception about the Department.

Your favorable consideration of this request is appreciated.

Approved/Disapproved

Ms. Donna Frett-Gregory,
Acting Commissioner

Date