

DETROIT PUBLIC SCHOOLS COMMUNITY DISTRICT

Let's Make History Together!

BRAND FOCUS

2017

Why create
a new
brand?

Will a new
slogan
deliver
success?

A brand is
just a
logo...right?

What's
brand
equity?

How do
students
benefit?



Detroit Public Schools Community District wants your input as we build a new brand that reflects our commitment to educating and empowering our students, and aligns with our strategic plan. DPSCD is hosting focus group meetings to gather feedback from families, students, faculty, alumni, and business and community partners. Food and beverages will be provided.



Please Join Us - Seating is Limited!

Register Today!
www.dpscd.eventbrite.com

Meeting for Families, Parents, Students & Alumni

Tuesday, October 24 @ 6 - 7pm

Mumford High School

17525 Wyoming Street | Detroit, MI 48221

If you cannot attend, please take our online survey at: <http://bit.ly/2y2KDis>

For more information, questions about accessibility or to request accommodations:
313.873.3494 | communications@detroitk12.org