



Idaho State Board *of* Education

Idaho State Board of Education Unveils New Branding

FOR IMMEDIATE RELEASE

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BOISE, Idaho — The Idaho State Board of Education officially unveiled and unanimously approved a new logo and branding during its regular meeting on December 17, marking a milestone in how the Board and its agencies communicate with Idahoans.

The updated brand reflects the Board's role in overseeing a cohesive, statewide education system that serves learners from early education into career. The visual elements emphasize forward momentum and multiple pathways, symbolizing that education in Idaho is no longer defined by a single, linear route to degree but by a range of opportunities that support academic growth, skill development, and workplace readiness.

The new brand was developed entirely by in-house talent from the Board's agencies and without the use of outside consultants or additional funding.

"The new brand helps us clearly communicate who we are today and where education in Idaho is headed," said Board President Kurt Liebich. "It reflects a system designed to support lifelong learning, adaptability, and multiple pathways to success, while remaining grounded in the accountability, collaboration, and service taxpayers expect from public education."

The updated logo and branding system will be phased into use across Board materials, digital platforms, and agency communications over the coming months.