

## **SchoolLogic Launches Rebrand and New Corporate Website, 16 June 2011.**

SchoolLogic (formerly Management Information Group – MIG) today is announcing the launch of their new Corporate website.

SchoolLogic (formerly Management Information Group – MIG) has undergone a total brand update and today officially unveiled it's new name, new website, new logo and new tagline in support of it's new core purpose ***'To provide easy to use, flexible and reliable Student Management Systems, so our clients can focus on student success'***.

*"This is an exciting time for SchoolLogic as we have continued to develop our organization as an important part of SRB Education Solutions overall portfolio. We feel that it is the right time to invest further into our marketing strategy creating a stronger brand presence. The new website reflects the rebrand of the company from MIG to SchoolLogic and is a fresh new look",* said Jeff Dyck, General Manager.

The new brand identity reflects SchoolLogic's commitment to provide the very best K-12 Student Management Systems in order to meet our client's needs. The new tagline 'The Logical Choice' reinforces our development into a full service Student Management System Company.

The new website ([www.SchoolLogic.com](http://www.SchoolLogic.com)) which launched today will seek to increase SchoolLogic's online presence and help to communicate with current as well as prospective clients.

*"It is important that SchoolLogic retains its established values but at the same time develops a new and modern identity. The rebranding will ensure that we get the right message to the market. We feel it's important to let people know what SchoolLogic stands for. The landscape for student management system companies is rapidly changing and we recognise the need for change",* said Ross Dickie, Vice President of Sales and Marketing.

### **About SchoolLogic**

Since 1977, hundreds of school districts in North America have relied on SchoolLogic for their complete Student Management System solutions. Our easy to use, reliable and secure student management solutions are a direct result of a collaborative effort with many of our long-term clients. SchoolLogic is a division of SRB Education Solutions. For more information, visit [www.SchoolLogic.com](http://www.SchoolLogic.com) and [www.srbeducationsolutions.com](http://www.srbeducationsolutions.com) .

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