

PRESS RELEASE

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Southridge unveils new logo to represent corporation, academics, and athletics.

Huntingburg, IN – The Southwest Dubois County School Corporation School Board and Superintendent, Tim LaGrange, approved the unveiling of a new logo to be used academically and athletically throughout the corporation.

“Southridge has a long history of academic and athletic success, but over the past several years has not had one unifying logo,” Superintendent LaGrange said. “The goal of this rebrand is not only bring unity to the corporation, but to strengthen our brand across the state.”

The new logo is a modern interpretation of the original Southridge logo. Inspiration was also drawn from the Flaming-S and the block S logos that have been used throughout the school system for many years. In addition to the primary mark, there are several secondary logo options that can be used across all facets of the corporation.

“Our goal is to bring unity throughout the athletic department,” said Athletic Director Scott Buening. “Our mantra is Twenty Sports, One Team and it’s tough to truly embody that sentiment when we are all using a different logo.”

The process of updating all of the logos throughout the corporation will take time and is planned to roll out over the next few years. “While we would love to snap our fingers and make all the changes at once, we know that’s not a reality,” said Superintendent LaGrange. “Our plan is to roll this out methodically over the next few years, replacing things such as athletic uniforms and signage towards the end of their respective life cycles.”

Designed in partnership with Huntingburg-based, Branded by Woods, and with input from stakeholders including student athletes, coaches and administrators, the new identity system presents the School Corporation in a stronger, more modern way while unifying the Corporation as a whole.

