

Greater Lowell Tech unveils new logo



Greater Lowell Technical High School has unveiled a new logo and updated messaging. The new crest includes icons representing academic excellence, global student diversity, traditional trade education, newer technical programs in health and medical assisting, technology and innovation. (Courtesy Photo Greater Lowell Tech)

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TYNGSBORO — Greater Lowell Technical High School has unveiled a new, modernized logo and updated messaging.

“Our logo included some elements that were obsolete and dated, so it was time for a brand evolution that truly represented Greater Lowell Technical High School and the value of the two-in-one education model,” said Director of Technology, Enrollment, and Information Lisa Martinez, who led the comprehensive development of the logo.

The new logo features a crest that recognizes both the long tradition of technical education at the school and some of the contemporary programs offered to students. It includes icons representing academic excellence, global student diversity, traditional trade education, newer technical programs in health and medical assisting, technology and innovation. Perched on top of the crest is the school’s mascot, the Gryphon.

The development of the logo took almost 14 months to complete. To capture the authentic essence of the school, Martinez partnered with brand strategist Chris Langathianos of Brandigo Global to conduct competitive research, survey students and faculty and conduct one-on-one interviews with students, parents and faculty.

“When we started this project, we wanted it to be inclusive of students, faculty and parents. We heard from cross-sections of all those groups,” Martinez said. “Because of that, we are not only excited about our updated brand, but we are proud of the level of inclusion and involvement the entire school community had in making it a reality.”

In addition to developing the new logo, a new value statement was created: “Greater Lowell Technical High School nurtures and builds upon the unique strengths of young adults to help them exceed their greatest expectations. Whether it’s college or career, GLTHS prepares students to excel as global citizens.”

The District School Committee approved the new logo in the spring, but the updated branding was delayed to coincide with the upcoming 2021-2022 school year. The new logo will immediately begin to be used throughout the school, on its website, social media and all branded materials.