

# Lynwood Unified Logo Re-design



A RE-BRANDING EFFORT TO BETTER REFLECT THE DISTRICT'S CORE MISSION AND THE STUDENTS AND COMMUNITY IT SERVES

# THE PROCESS

- ▶ **Creation of Advisory Committee:** This committee was comprised of nine District stakeholders, including high school students, parents, classified staff, teachers and administrators.
- ▶ **First Committee Meeting:** Members reviewed the District's strategic plan, which served as the foundation for the development of a new logo. The committee also explored sample logos from other organizations, brainstormed and provided direction to the designer.
- ▶ **Second Committee Meeting:** The committee was presented with 10 initial logos. They narrowed that selection down and provided recommendations on final design changes.
- ▶ **Third Committee Meeting:** Members had the opportunity to review the final logos to be presented to the board.

# CONCEPT A



This clean and simple design explores the idea of collaboration among the District, parents, students and the community, which all share the ultimate goal of promoting high student achievement. The bottom of the graduation cap represents abstract hands shaking to reflect collaboration, while the star on the tassel represents courage and excellence, among other values.

# CONCEPT B



A take on Concept A, this concept re-arranges the placement of the graduation cap and explores additional colors.

# CONCEPT C



LYNWOOD  
UNIFIED  
SCHOOL  
DISTRICT

This concept takes a simple, yet bold typographical approach to the letters 'LUSD.'

# LOGO COMPARISONS



Concept A



Concept B



Concept C