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Keeneyville School District 20 Unveils Bold New Branding Reflecting Unity, Excellence and Future-Focused Vision

Fresh look, same values: KSD20 introduces unified branding to strengthen community trust and identity.

HANOVER PARK, Ill. (July 30, 2025) – Keeneyville School District 20 (KSD20) has launched a refreshed district-wide brand identity, including updated logos for the district and its four schools: the Early Childhood Center, Greenbrook Elementary, Waterbury Elementary and Spring Wood Middle School.



The centerpiece of the new branding is a modernized district logo with bold, uppercase “KEENEYVILLE” lettering in royal purple, a color symbolizing strength, leadership and wisdom. Beneath it, the words “SCHOOL DISTRICT” and the number “20” are anchored by a horizontal line, also in royal purple. Above the number “20,” three stylized, curved lines in yellow gold and purple form an abstract apple — a universal symbol for education — an intentional design choice that represents the district’s commitment to health, wellness and holistic student development.

This visual identity is more than just a new look — it represents a renewed commitment to the district’s mission: to elevate growth by inspiring passion, empowering learning and fostering supportive relationships. The consistent use of yellow gold across all school logos reinforces a shared identity while celebrating the unique spirit of each school community. Yellow gold serves as a unifying accent color, symbolizing energy, optimism and connection.

“Our new branding reflects who we are and where we’re going,” said Dr. Omar Castillo, superintendent of schools. “It’s a visual representation of our values — excellence, unity and a future-focused mindset that inspires the power and potential of every student.”

The updated logos and branding will roll out across digital platforms, signage, school materials and communications throughout the 2025—26 school year. The district’s primary typeface, Arial, ensures clarity and accessibility across all mediums.

The rebranding strengthens the district’s identity and reinforces trust with families, staff and the community. It also reflects Keeneyville School District 20’s core beliefs: meeting the unique needs of every student, providing a supportive learning environment, embracing diversity, building strong partnerships and ensuring responsible financial stewardship.

For more information about the new branding and to view the updated logos, visit www.esd20.org.

About Keeneyville School District 20

Keeneyville School District 20 (KSD20) is a public elementary school district located in Hanover Park, Ill., serving approximately 1,350 students from preschool through eighth grade across four schools: Greenbrook Elementary, Waterbury Elementary, Spring Wood Middle School and the Early Childhood Center. Founded in 1887 and renamed for local developer Albert F. Keeney, the district has a proud history rooted in community growth and educational innovation. With more than 230 dedicated staff members, KSD20 supports families in Hanover Park, Bloomingdale, Keeneyville and Roselle. As the largest feeder to Lake Park High School District 108, the district is dedicated to inclusive, high-quality education and its mission to ignite each student’s power and potential.

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