



Woodstock Community Unit School District 200

For Immediate Release

Sept. 11, 2025

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High School students update school logo designs

High school graphics arts students put their skills to use last spring, designing updated logos for all of Woodstock Community Unit School District 200's elementary and middle schools.

In the fall of 2023, a D200 staff committee worked with Turnkey Digital in Woodstock to design a new District logo to replace the one that had been used for more than two decades.

The next task was to refresh some of the school logos, several of which had been around even longer. District leaders also wanted continuity with the new District logo by using circular shapes.

Keely Krueger, assistant superintendent for early childhood & elementary education, contacted the graphics arts teachers at each high school to ask if students would be interested in helping refresh the logos.

It was exciting for the students, such as Woodstock North senior Mickayla Johnson, who often worked on logos for their own elementary schools. Johnson helped update the Eagles logo for Greenwood.

"We went through different designs and styles before landing on the final logo," Mickayla said. "It's quite a surreal moment realizing that the logo we made for my former elementary school will be used for generations."

Sandra Brainard, graphics arts teacher at Woodstock High School, said it was a valuable learning experience for her students on several levels.

"This was a real-world project. The students were able to create concepts, receive constructive criticism, edit several times, and finally prep their designs for print and media use," she said.

Bill Weber, graphics arts teacher at Woodstock North High School, said his students first worked on Northwood Middle School's logo as a template to create some continuity for all of the other new school logos.

"My Graphic Occupation students did a wonderful job refreshing and updating the logos for our district schools. They started with research, exploring various ideas for inspiration.

“Working in pairs, students collaborated to create initial thumbnail and comp sketches, drawing out their concepts before computer vector drawing in Adobe Illustrator,” Weber said.

WNHS junior Julia Argasinski said she enjoyed developing the T. rex design for Verda Dierzen Early Learning Center and hopes to pursue a career in art and media.

"This was my first time making something official like this. The process went pretty smoothly. I made a few basic sketches and talked with the principal of Verda Dierzen to see which she liked best," Arganski said. "I feel honored to have my work be a logo for a school. I'm really happy my design was accepted. In a way, it gives me a boost of confidence knowing my work was good enough to be used officially for a school."

Educators said the students, in addition to design experience, also gained valuable customer service experience responding to feedback from school leaders before agreeing on a final design.

“Overall, the students thought that the logo refresh project was a big success,” Weber said.