



Wilkinsburg School District

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Every child, every day, every minute matters!

Wilkinsburg School District Unveils New District Logo Following Community Feedback

July 30, 2026 — Wilkinsburg, Pa. — The Wilkinsburg School District is proud to announce the adoption of its new district logo following approval by the Wilkinsburg School District Board of School Directors at its Combined Planning and Legislative Meeting on June 23, 2026.

The refreshed logo honors the proud tradition of the Wilkinsburg Tigers while introducing a modern design that reflects the district's continued commitment to excellence. The new branding retains the district's established color palette, which celebrates Wilkinsburg's history, while the new look positions the district for the future.

The logo redesign process began in the spring of 2026 in partnership with the Allegheny Intermediate Unit's Marketing and Strategic Communications Department. Throughout the process, the district sought input from a variety of stakeholders, including board members, administrators, teachers, and alumni, who helped narrow the designs to two final logo options that were presented to the community.

The two logo options were unveiled during a Logo Feedback Town Hall on May 28, 2026. Community members were invited to participate in a district-wide survey that was promoted through the district website, monthly newsletter, and email communications. Students, families, staff, alumni, and community members were encouraged to share their feedback, helping determine which logo best represented the district's pride, heritage, and vision for the future.

"The Wilkinsburg School District has a rich history, and it was important that our new logo honors that legacy while reflecting who we are today," said Dr. Jocelyn Artinger, Superintendent of the Wilkinsburg School District. The district is grateful to everyone who shared their feedback throughout this process. We are excited to use our new logo to represent the voices of our community and symbolize the bright future ahead.

The new logo will begin appearing across district communications, including a new district website, social media platforms, and other materials throughout the 2026-2027 school year.

For more information about the district's new logo, branding guidelines, or approved marketing materials, contact Lydia Richardson, Communications Specialist, at richardsonl@wilkinsburgschools.org, 412-892-0435 or Dan Rinkus, AIU MarCom Supervisor of External Accounts at daniel.rinkus@aiu.net, 412-738-5213.