

Lakeland Joint School District #272

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Board Agenda Item Request

AGENDA ITEM: Discussion Item

PURPOSE: Discuss the possible adoption of an updated logo

MEETING DATE: September 16, 2026

PREPARED BY: Jake Massey

INFORMATIONAL SUMMARY:

In the Summer of 2025, a local graphic designer donated time to the district to draft a few variations of a refreshed LJSD logo. The draft logos are linked below, and also are included as a separate attachment in BoardBook.

It is important to us to acknowledge our history, and the service that our community has come to expect from LJSD. I believe these designs honor the elements that have been present in our past logo, while still offering a refreshed look.

Should we adopt a refreshed logo, **we would not spend any tax dollars or any other district funds** on updating the image. We would update our digital and online presence, which costs nothing, and replace the old logo on district vehicles, buildings, etc. only when it's necessary unless private donations are received to make any updates. An example of a necessary update would be, if we ever purchase a new district vehicle or need to replace a sign on a building for damages or weathering. Again, all graphic design work up to this point has been donated.

[Refreshed LJSD Logo Drafts](#) (also attached as a separate document)