

# D90 Logo Refresh Update

April 15, 2025



# Why do brand logos matter?

- First impression
- The most succinct summary of our mission and all that we do
- Unifier to all stakeholders
- A beacon for our mission – a firm stance in a changing world
- A badge of honor that supporters are proud to wear

# Characteristics of Strong Brand Logos

- Convey the mission
- Unique from others
- Succinct
- Incorporate a simple telegraphic visual cue
- Use a signature color
- Look great large and small
- Used consistently
- Feel timeless



Northwestern  
University



# Our Current Logo Family



# Our Logo Design Project Goal

- Refresh, not overhaul
  - Subtle enhancements
  - Leverage prior design elements
- Three objectives:
  - Modernize
  - Enable them to work well as a family
  - Create versions for use in various situations

# Logo Refresh Project Progress

Timing	Activity / Milestone
Nov 2024	Define scope and outreach to possible designers
Dec 2024	Create project brief and solicit stakeholder input
Jan 2025	Initial logo designs created
Feb 2025	Design reviews with Communications, Superintendent, and Principals
Mar 2025	Logo designs revised
Mar 20	Review logo designs with Board Communications Committee
April 2	Share final family of logos with Administrative Team
→ Ap 15	Share final logos with Board
May	Share final logos with staff, PTO leaders, key stakeholders Create style guides Create versions (high resolution, black and white, etc.)
June – July	Implement across communication vehicles (soft launch)

# Designs by Em designed the new logos

- Emily Brown, Oak Park River Forest resident for two decades
- Holds a Bachelors of Fine Arts Graphic Design from Rhode Island School of Design
- Prior work with Kraft Heinz, DePaul University, Experian, Baxter, US Cellular, Edwards Health, NAVTEQ, Diageo, INVENERGY and more
- Parent of Willard & Roosevelt students
- PTO volunteer
- Designed the environmental graphics for the Willard Library pro-bono

## Refreshed Family of Logos - Small



**River Forest**  
Public Schools



**Lincoln**  
Elementary School



**Roosevelt**  
Middle School



**Willard**  
Elementary School



## Refreshed Family of Logos - Large



**River Forest**  
Public Schools



**Lincoln**  
Elementary School



**Roosevelt**  
Middle School



**Willard**  
Elementary School

## New Color box Logos

Unique font for each school

For use on banners and larger items with saturated color



## New Color Box Logos with Mascot Letters

Fun logos for use by schools individually



## Example – Paper Mailer



# Community Update

## River Forest

Public Schools

Fall 2024

PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

LOCAL  
POSTAL CUSTOMER



**Lincoln**  
Elementary School



**Willard**  
Elementary School



**Roosevelt**  
Middle School

Board of Education  
Ms. Stacey Williams  
President

### ALL DISTRICT 90 SCHOOLS AWARDED EXEMPLARY DESIGNATIONS

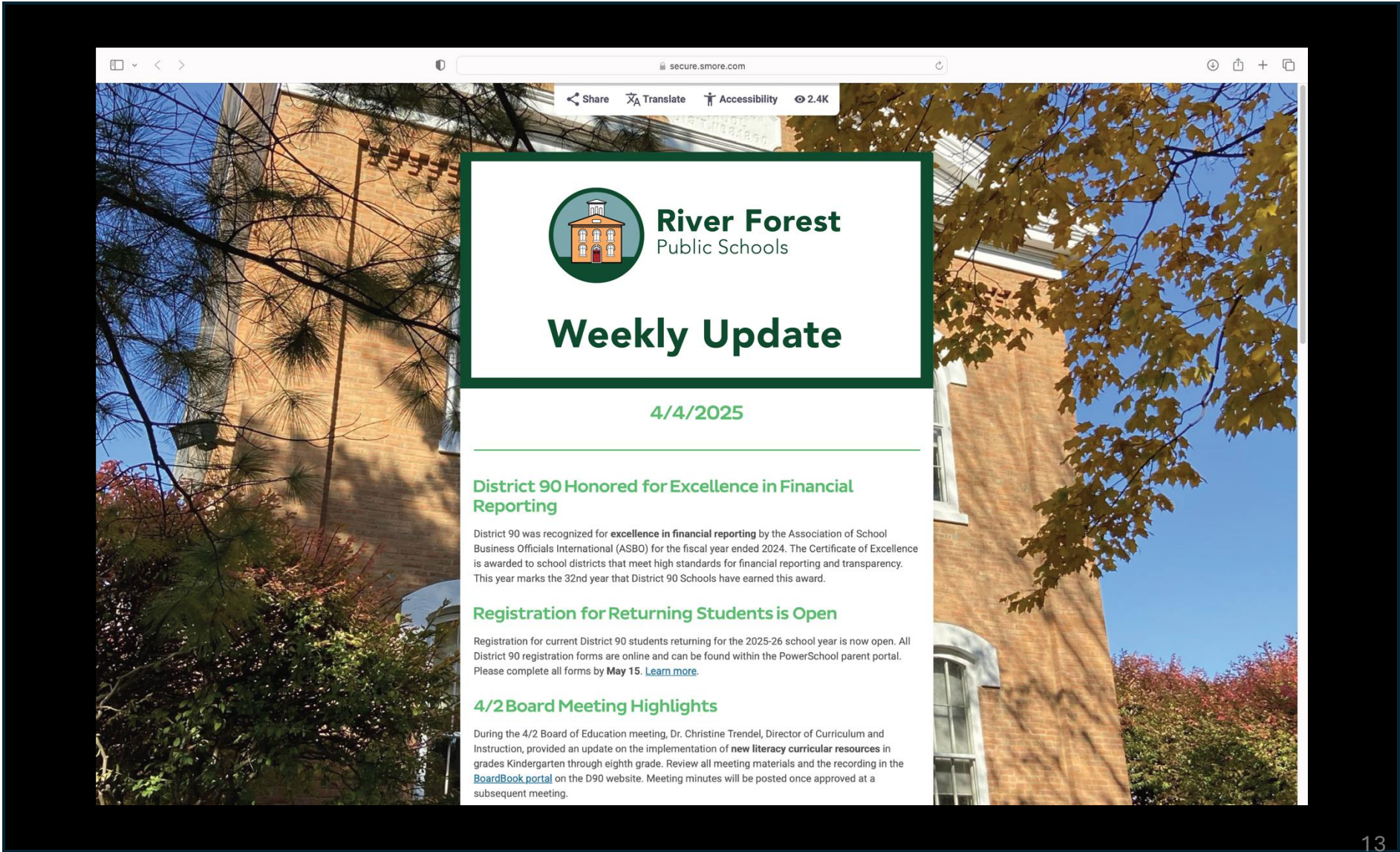
On October 30, 2024, the Illinois State Board of Education published the Illinois School Report Cards, which compile student achievement data for all public schools in IL and provide each school with an individual "Summative Designation."

Lincoln Elementary School, Willard Elementary School, and Roosevelt Middle School all earned Exemplary Designations, the top Summative Designation issued by the State Board of Education.

Exemplary Designations are awarded to the top 10% of schools across the state that achieve high levels of student academic growth, overall achievement, attendance, and other relevant factors. District 90 was the only district in Illinois



# Example – District Email Newsletter





Example – District 90 Facebook Page



Example – T-shirts



# Next Steps

- Share with key stakeholders
- Create needed versions (high resolution, black and white, etc.)
- Create style guide to explain how/where to use them
- Create new communication tools (slide templates, etc.)
- Implement (soft launch) across communication vehicles (June-July)



# Thank you!



**River Forest**  
Public Schools



**Lincoln**  
Elementary School



**Willard**  
Elementary School



**Roosevelt**  
Middle School