



The design of the logo represents the mission of Denton ISD: Empowering lifelong learners to be engaged citizens who positively impact their local and global community.

The logo emphasizes the “local and global community.” The Denton County Courthouse represents the “local community”. The iconic building often serves as the gathering spot for the local community to celebrate together. The tip of the courthouse rests inside the upper half of the “D”. In the lower half of the “D”, the globe represents the “global community”. The pieces of the globe represent opportunity. The colors in the globe represent diversity. As a result of technology and the changing economy, in the world of today, we are able to live in one community and sell our products, services, ideas, etc. anywhere in the world. This design contest serves as an example of the future of work. All communication on the design was completed virtually between Denton and the contributing designers who live a variety of countries including Indonesia, Turkey, Australia, Germany, and Canada as well as the United States. When crafting the mission statement, the EIC intentionally used the word “community” (as opposed to the plural “communities”) as we understand the responsibility to prepare our students to be engaged citizens in both their local and global community at the same time. The graphic combines both elements in the “D” to reflect the intent behind the meaning of the of singular use of the word “community.” The futuristic “swoosh” represents both movement and the paths available to our students. Its topsy-turvy curve represents the ability to move in a variety of directions.

The font demonstrates strength and boldness. The words “Independent School District” are included for marketing and recruitment purposes so those outside of Texas unaccustomed to the acronym “ISD” can identify with our brand.

The design is available in color, in grayscale, and in black and white.



The “D” can also stand on its own for use in branding and marketing.

