

New logo symbolizes district's commitment to excellence for each and every student

With the new year underway, the Wayzata Public Schools is excited to unveil a new logo that honors its rich past and represents its mission and vision for the future.

Just as other areas of the district are crafting and implementing innovative new initiatives that are in alignment with the new Strategic Plan, adopted in December 2011, district leadership felt it was time to update its visual identity.

“The new image is a visual reminder that our district is dynamic and moving forward with the changing times, that we are looking to a future that has no boundaries,” explained Superintendent Chace Anderson. “We are proud of our rich heritage here in Wayzata, but we are not standing still and resting on our laurels. Every day, we are working to nurture excellence and to support each and every student to thrive and excel in an ever-changing global society. This new, contemporary logo is a fresh reminder of that commitment.”

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The logo story

The new Wayzata School District logo was designed to reflect the district's commitment to excellence and supporting each and every student to thrive and excel in an ever-changing global society. The symbolism



inherent in the various design elements is outlined below:

Abstract Laurel Wreath: In classical literature, the laurel wreath is a symbol of love, honor and glory forever. Today, the laurel continues to be a symbol of athletic victory and academic achievement. The expression “looking to one’s laurels” encourages an individual or community to take inspiration from past achievements to conquer new frontiers.

Eight Leaves: The eight leaves on the laurel remind us that the district is deeply connected to and receives nourishment from each of the eight communities it serves. As a design concept, leaves are warm and friendly and suggest an organic, growing, nurturing environment.

Open-ended Circle: The open-ended circle symbolizes a welcoming and dynamic environment that is moving forward and changing with the times, all the while surrounding students, families and staff in the district and holding each and every student in its steady embrace.

The font is a classic serif face that echoes the font on the Wayzata high school building, another nod to the legacy of Wayzata excellence.

You can expect to see the new logo gradually integrated into all district communications over the next several months. For more information about the district logo, contact Amy Parnell, director of communications and community engagement at 763-745-5068.