

Expedition Elementary opened its doors last fall as part of our 2019 school construction bond, bringing a new and innovative learning environment to our district. To establish a strong school identity from the start, our in-house graphic designer created a bold and memorable logo featuring the silhouette of a howling wolf, the school's mascot. The development process was highly intentional, with school leaders, staff, and families providing input to ensure the branding captured the school's adventurous spirit and sense of community. The wolf symbolizes strength, resilience, and teamwork—core values of Expedition Elementary. The final design is modern and versatile, allowing for seamless use across a variety of applications, from digital platforms to physical signage and school spirit wear. Since its introduction, the new logo has been embraced across the school community, unifying students, staff, and families under a shared visual identity. It is prominently featured on the school's website, letterhead, building signage, and staff apparel. Social media engagement around the brand launch saw an increase, and the logo has become a recognizable symbol of school pride. Expedition Elementary's branding is more than just a logo—it represents the school's mission of exploration, discovery, and teamwork as students embark on their educational journey.