

Oakwood School Logo Redesign

Oakwood School needed a logo that would work across all media. Their existing logo was difficult to reproduce on clothing, specifically when embroidering onto uniforms and screen printing onto fabrics. The school's existing mark incorporated a gradient, which set off the oak leaf that wove through the letter "O", but caused reproduction problems. To complicate matters, the school community favored an earlier logo that wove the leaf through the "O" and used it as the first letter in the word, "Oakwood." This logo wasn't ideal, either.

**Oak leaf lettermark
with gradient**



**Unresolved letter
combination**

Oakwood School
a more intentional education

**Gradient didn't work for
embroidery or screen printing,
yet without gradient, leaf and
letter lacked differentiation**

**Wordmark
and tag line**

EXISTING LOGO

OAKWOOD

OAKWOOD

One-color leaf and "O"
lacked differentiation

OLD VERSION OF LOGO

community liked the structure of this logo but it sometimes read like "AKWOOD"

Oakwood School

NEW LOGO

horizontal



Oakwood School

NEW LOGO

stacked/vertical



NEW LETTERMARK

Oakwood
School



We Inspire Wonder





Oakwood
School

