

# New logo is work of Dunlap parent

Eagle depiction reflects school district's history and future strategic plan

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**DUNLAP** — An eagle has landed on Dunlap School District documents, newsletters and letterheads.

A striking new logo featuring the profile of a bald eagle and other symbolic elements of the district was commissioned to a local artist, created, delivered and approved by the School Board this summer.

"As we launch our new strategic plan and move this district in a new direction, we thought it was also time to explore a new look," said district Superintendent Jay Marino. "We wanted to create an ID to brand the district and be something that would be representative of all Dunlap schools."

The district hired local artist Barry Miller, a doctor of internal medicine and pediatrics who paints in his spare time and has children in the district, to design and render the logo. He was given complete artistic freedom and little guidance.

"I gave him a copy of the strategic plan and a two- or three-page white paper on the rich history of the district," Marino said. "Part future and part history. Where we've been and where we're headed. Dr. Miller really came through with a really strong image."

The profile of the eagle in the foreground represents the high school and is the logo's most prominent feature. It represents the culmination of the educational experience for Dunlap students, Miller said.

Behind it is an outline of the state of Illinois inside a circle with a star identifying the location of the school district. In the border of the circle is a semi-circle of four smaller stars



with two larger stars on either end. The small stars represent the district's four elementary schools; the larger ones the district's two middle schools.

The logo also includes the words "Educate, Empower, Excel."

"The elementary schools and the middle schools all have their own mascots and symbols, but all the students want to get to high school and want to be an Eagle," Miller said. "That's why I chose it as a symbol not just for the high school but for the entire district."

Miller plucked the three "E" words right out of the strategic plan the district's stakeholders spent much of last year creating.

"They represent the long-range focus on getting students prepared for success in the 21st century," said Miller.

He specializes in researching and painting historic Americans and maintains a website of his work at [www.historicoilpaintings.com](http://www.historicoilpaintings.com).

Marino said the new logo is already being used — a newsletter recently was mailed to district residents — and that it will be featured prominently in the upcoming redesign of the district's website, [www.dunlapcusd.net](http://www.dunlapcusd.net).

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