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Hononegah Community High School District Rebrands

For Immediate Release

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Rockton, IL – Hononegah Community High School District has undergone a rebrand with a new visual identity. The district, students, parents, and the community can expect to see the new images on all new apparel, uniforms, and materials.

After a long research period, and in cooperation with RyCOM Creative Corp., a marketing & design firm in Rockton, HCHS logos have a new crisp, clean, and strong look. HCHS has a proud history as the Hononegah Indians, and their new images reflect this pride.

Over the years there have been many versions of the Indian head, spear, and other logos, but with the new branding, it will evident what is or is not truly Hononegah.

“We noticed a lot of different versions of our logo floating around, some of which were actually not ours at all, but people were using them to show school spirit. We don’t want to use someone else’s protected artwork, so we hope that these new images will be used by everyone who loves Hononegah and wants to show their support,” says Dr. Kim Suedbeck, Assistant Superintendent.

There is a new typographic logo that many people may have already noticed on some materials, and this logo will be on the new Fieldhouse as well. The newly designed Indian head and spear are both sharp and modern while still feeling historic. The spear head was combined with the traditional branded “H” to create a new school icon that everyone is loving.

“We are honored to work with HCHS on this rebrand. As a designer and parent of Hononegah students, it’s something I take a lot of pride in. The spear and “H” logos were something I took extra special care on. They are used on hats, vehicles, shirts, uniforms, jackets by thousands of people. They had to be representative of Hononegah’s history while also modern enough to be relevant for decades. I am really happy with the final designs.” – Ryan Rydell, President of RyCOM Creative Corp.

The HCHS Indian head remains a part of the school’s identity. Previous versions have looked hand drawn, cartoonish, or had too many colors to reproduce accurately. The new Indian head is crisp and clean while keeping the historic look of the traditional Indian in his head dress.

For anyone looking to use the new images, you can find a style guide on the district’s website Hononegah.org. The guide outlines the logos, colors, and other important usage details.

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About Hononegah Community High School District

Hononegah is a public school district in Rockton, Illinois, located between Rockford and the southern border of Wisconsin. The District serves over 2,100 students from the towns of Rockton, Roscoe, Shirland, and parts of South Beloit. The District provides an inspiring and challenging educational experience that promotes reflective critical thinking, civic engagement, and personal development.