

What's in a Symbol?

Smoky Hill Education Service Center's new logo packs a tremendous amount of meaning and symbolism into just a few simple lines. Here is an overview of what each element of the new logo represents.

Hill (Rounded Triangle)

The main triangle shape of the logo represents the "Hill" in "Smoky Hill Education Service Center," and connects to the long historical association of mountains and peaks with striving for greater understanding and learning. It also represents SHESC's central focus to provide a foundation of support to Kansas educators and students.

Star / Compass Rose

In addition to providing a point of continuity with our previous logo, the "SHESC Star" symbolizes our role in providing a guiding light and reliable navigation with our "North Star" - offering direction to the districts and non-profits we serve. Our star is in the style of an eight-pointed compass rose, further reinforcement of our role in providing direction. In various world cultures, the number eight and an eight-pointed star symbolizes concepts that include knowledge, truth, new beginnings, transformation, and the mind.

Pencil

The intersection of the blue and white lines over the abstract "hill" are reminiscent of the point of a sharpened pencil. It is a reminder that SHESC's educational mission is at the foundation of our work and that communication is central to the success of that work.

Smoky Hill River (Blue Swoop)

Stretching 575 miles through the region SHESC serves, the Smoky Hill River has supported human life since before recorded history. As the Smoky Hill River helps sustain the land it runs through, SHESC provides critical aid for area education.

Smoky Hills (White Line)

This line represents the regional geography of the Smoky Hills and the more than 50 school districts SHESC serves across 25 counties in Central and North-Central Kansas.

Arrow

Where the blue swoop touches the SHESC Star's rays, it forms an arrow that points upward and onward. Likewise, SHESC guides those we serve to continual improvement and advancement, while also working to grow itself.

