



WAYLAND UNION SCHOOLS
HOME OF THE WILDCATS

W.U.S. | 850 E. Superior | Wayland, MI 49348
Phone 269.792.2181 Fax 269.503.8877 www.waylandunion.org

Tim Reeves
Superintendent

Teresa Fulk
Assistant Superintendent
of Instructional Services

Leslie Wagner
Assistant Superintendent
of Finance & Operations

For Immediate Release

DATE: September 3rd, 2024

Update on Branding and Wildcat Logo

Wayland, MI - We hope this message finds you well. We would like to address some questions and provide clarity regarding our district's branding and logo usage.

Logo Status:

We want to reassure you that the current WUS Wildcat logo has not changed. Our logo remains the same, and there are no immediate plans to alter it.

A committee was formed last school year to begin exploring action steps related to the mascot and district branding. However, this committee is not currently active. Due to other pressing projects within the district, this branding initiative has been put on the back burner for the time being.

Future Logo Changes:

If a decision is made in the future to update the logo, please be assured that we will not immediately replace uniforms, signs, or other materials. Instead, we will refresh the logo gradually as items naturally need to be replaced. This approach will help us manage costs and ensure a smooth transition.

Should there be any changes to the logo in the future, we will establish a committee to explore and evaluate options. This committee will be tasked with creating a thoughtful plan to ensure any updates align with our community's values and needs.

Wayland Youth Athletics:

It is important to note that Wayland Youth Athletics operates as a separate entity from Wayland Union Schools. As such, they are not required to use the same logo as the district. They have the flexibility to choose branding that best suits their organization.

We appreciate your continued support and involvement in Wayland Union Schools.

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