Branding News

Lee College Seeks Input for Its New Logo, Athletic Team Name

(Baytown, Texas — Nov. 11, 2026) — Residents across the Lee College service area are encouraged to lend their perspectives to the college's new logo and athletic team name initiative.

The college is developing a new brand identity to better represent its growing geographic reach, flagship programs, and education centers and campuses.

"Lee College was born as a junior college in 1934 primarily to serve the graduates of Lee High School and provide workforce programs to Baytown adults," said President Jacob Atkin. "The college is well respected and has a wonderful legacy.

"But a lot has changed in 92 years. Enrollment has grown to more than 9,600 students. Lee now has 16 school districts and has two learning centers spanning its service area — three if you count our successful Huntsville Center. And it is working in partnership with Mont Belvieu to build a full-service campus that will open next summer."

Today, Lee has more than 90 programs and is renowned for many of them, including process technology, instrumentation, teacher education, and industrial and construction technologies. The college offers credit and non-credit courses, dual credit courses, industry certifications, associate degrees, and is moving toward baccalaureate degrees in key workforce areas.

"So, while our mission has not changed, the scope and reach of the college has changed dramatically over these last few decades," the president explained. "Given all this, and because Lee is drawing students from miles away across its service area, Lee is not a college for just Baytown any longer. Lee College is a regional college, the college of choice for students between Houston and Beaumont."

Building on this new reality will help the college welcome more students across the service area and build more partnerships with business and industry, helping those students succeed, Atkin noted.

"We authorized the development of a new identity that better explains our position in the world, not where Lee College has been, but where it is going," he said. "Our purpose is to broaden the college's appeal to a new generation of students and stakeholders and to reflect the culture and appeal of southeast Texas."

The Lee College Board of Regents changed the name of its athletic teams to Navigators in 2021, but input from students and the broad community suggests that the name is often misunderstood and misconstrued. To rectify this, the college has chosen to seek a new name, one that has a stronger connection to the geography, local history, or folklore of the upper Texas Gulf Coast region.

The college recently formed a Brand Review Task Force comprised of students, faculty, employees, community residents and business and civic leaders to oversee a transparent and open rebranding initiative.

To accommodate its mandate, the task force is seeking public review of several logo and name options that it has posted on the college's website. These can be found at **www.lee.edu/newbrand** with instructions on how to comment on each option.

From these, the task force will narrow the selection, perhaps making modifications to some, and will release a list of finalists in Jan. 2027.

The Brand Review Task Force will receive input on the first round of options through Dec. 31.

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