Lee College Branding

One spirit. One goal. Unlimited potential.

Help us shape the future of Lee College

Lee College is much more than a hometown college. Lee College is a powerhouse on Houston's east side, a college that offers excellent programs, innovative learning options, assistance for students in need, and partnerships with businesses, healthcare facilities, and industries that provide both expanding resources and opportunities for students.

Today's Lee College is growing and expanding across Harris and Chambers County through its learning centers in McNair, Liberty, and soon, a new campus in Mont Belvieu.

A new look for a new generation

To broaden its appeal to a new generation of students and stakeholders, and to reflect its vision for the future, Lee College seeks to transform and elevate its brand across its multi-county service area. The 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.

To accomplish this goal, the college is conducting an open and transparent process to reshape its visual brand and rename its athletic teams.

Elements of this rebranding process include:

- A modernized logo based on the iconic "compass" icon
- An inspirational tagline
- A new name and identity for the Lee College athletics teams
- A Styleguide for the new brand complete with a variety of templates for easy use
- Guidelines for improving the architecture of the Lee College website and templates for rebranding its top pages

Frequently Asked Questions

Why is Lee College rebranding the institution now?

Lee College has grown into a regional college for the residents of east Harris and Chambers counties. Enrollment in fall 2026 was 8,418 students, with 2,048 degrees and certificates awarded. The opening of a new full-service campus in Mont Belvieu this summer will increase the college's reputation as a regional hub for major programs in education, petrochemical, healthcare, cybersecurity, and more than 60 other career fields.

A new visual identity will position Lee College as the premier educational and workforce development institution serving the growing populations and school districts of East Harris and Chambers counties.

Who will decide the new logo and athletic team name?

A college brand belongs to the entire Lee College student body, its faculty and employees, and residents of the communities in its service area. Consequently, between now and May 2027, Lee College will seek the input from all its stakeholders through an open and transparent process that allows public review of brand elements under consideration.

All residents and stakeholders will be able to submit name recommendations and review logo and name submissions to determine the most popular options. These will be evaluated by a Brand Review Task Force composed of students, faculty, employees, business and community leaders, which will narrow the list.

Using public input as a guide, the Brand Review Task Force will recommend a short list of finalists to the Lee College President and cabinet for final selection.

Why is the college renaming its athletic teams?

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. 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.

When can we expect to see **the new brand?**

The selection and refinement process is expected to continue into April and perhaps May 2027. The college will announce and celebrate the new name at a major college event by early summer.

What will this rebrand cost?

As reported, the total cost for logo designs, a Styleguide, multiple ready-to-use templates, the selection of a new name and icon for the Lee College athletics teams, and recommendations for improving the navigation of the college website — nine-month process — will cost no more than $137,860. These funds were set aside in the college's 2026-2027 budget as approved by the Lee College Board of Regents.

Return to this page periodically to see updates and to view and provide feedback for the selection of a college logo and athletic name.

Email questions and comments to:

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Review Logo Options

What makes a good college logo?

The Lee College Brand Review Task Force has identified these characteristics as important to the selection of a new logo:

- Clarity
- Memorability
- Distinctiveness
- Credibility
- Positive associations
- Institutional relevance

- Flexibility and longevity
- Recognition and equity
- Uniqueness

Instructions

Review each of the current logo options here. Mark your selection in the space provided. Comments are welcomed.

Review Athletic Team Name Options

What makes a good name of Lee College's athletic teams?

The college's Brand Review Task Force has identified these characteristics as important to the selection of a new name:

- Local Connection
  Direct link to local history, regional landmarks, or unique folklore
- Noble Characteristics
  Speaks of strength, courage, agility, or other positive traits
- Simplicity
  Short names of one or two words
- Visual Appeal
  Mascot creates obvious, appealing icon
- Timelessness
  Not faddish or limited to “inside” knowledge
- School Appropriateness
  Inspires pride while remaining clean and respectful

Instructions

Review the current list of nominated athletic team names here. Mark your selection in the space provided. Comments and additional nominations are welcomed.

Lee College will receive input on these current options through Dec. 31, 2026.

Live Chat

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