

City of Kootenai unveils new logo, website

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KOOTENAI — The city of Kootenai has a new emblem. On a white background, simplistic depictions of green mountains, a brown moose and a yellow sun dominate the space. Below are rippling water and railroad tracks, and in the middle, etched in negative space, are a tepee and house. Above, written in plain brown type, is “CITY OF KOOTENAI”; “IDAHO”; “EST. 1910.”

The new branding aims to “reflect the essence of Kootenai,” according to a statement on the city’s new website, which debuted April 10 after receiving a facelift in collaboration with a local business.

The webpage, which was designed by East Hope-based marketing agency Burnett media group, is intended to better connect residents with city services and showcase Kootenai’s unique identity.

Highlights of the new site include an interactive community calendar with local events and “The Community Journal” — a forum to share stories from Kootenai and North Idaho.

The redesign also makes it easier for residents to find forms, ordinances and contacts quickly; connects visitors to the city’s social media feeds; and offers users an opportunity to submit ideas for improving city services through a suggestion box.

“This project wasn’t just about technology — it was about connection,” said Mayor Nancy Lewis. “We wanted a site that would make life easier for residents and reflect who we are.