

The Bold Protector

Steadfast Bravery
Mariemont Warrior Branding

May 2021

PHASE 2 - LOGO DEVELOPMENT

October 2020

Steering Committee establishes logo development process and timeline (and timeline for elimination of current logo)

November 2020

Identify designer

January 2021

Project Committee convenes to review co-creation session feedback and development desired logo attributes

April/May 2021

Final logo design

June 2021

Board of Education approval



November 2020

Steering Committee develops district brand story



**December 2020/
January 2021**

- Co-creation Session
- Stakeholder input



February/March 2021

- Designer creates logo prototypes
- Stakeholder feedback



May/June 2021

Branding guidelines development



**June 2021
through August 2024**

Logo implementation

PHASE 1 - LOGO PROCESS DEVELOPMENT

PHASE 3 LOGO IMPLEMENTATION

Team Members

Steering Committee	Project Team	Community Group	
<ul style="list-style-type: none">• Steve Estepp• Brent Wise• Alex Lange• Kelli Neville• Laura Organisiack	<ul style="list-style-type: none">• Brent Wise• Alex Lange• Kelli Neville• Laura Organisiack• Tom Gilmore• Tom Nerl• Jim Renner• Rob Polca• Ericka Simmons• Denise Walter	<ul style="list-style-type: none">• Leslie Willett• Keri Malafa• Kevin Ferry• Suzy Weinland• Josh Deeters• Kristin Van Scoy• Lisa Miller• Dan Telgkamp	<ul style="list-style-type: none">• Jason Mondy• Gina Tesnar• Michael Bronson• Heather O'Melia• Brian Sugerman• Paolo Biro• Ben Stevens

MARIEMONT
City Schools







University of
CINCINNATI







YOUTH

BENGALS



Cincinnati
Bengals

BENGALS
LOCAL

MARIEMONT™
WARRIORS



LACROSSE

Green/Weteam



New Spiritwear for the Holidays!

Order Online by Dec. 20th



SHOP IN PERSON OR ONLINE!

Check out the new sweatshirts, vests, T-shirts, fuzzy socks and more, in youth and adult sizes! Many new stocking stuffers will be available for under \$15.

Pop-up shops will be held Saturdays, Nov. 21 and Dec. 12, 11am-1pm at the MHS stadium spiritwear shop. Shop online anytime at <https://madeiramusic.com/spiritwear/shop>.



M

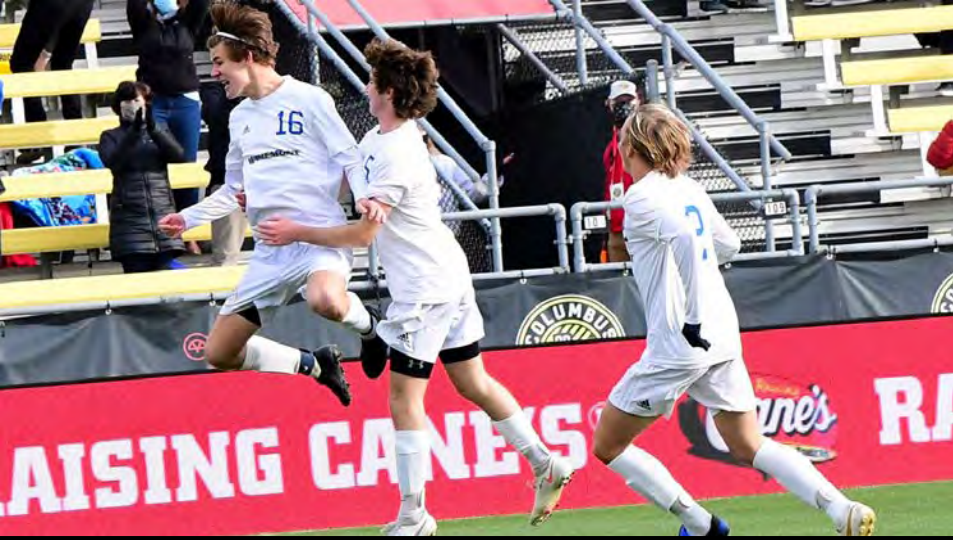
MICHIGAN STADIUM

MICHIGAN
STADIUM
RULES

- Not open to general public
- Authorized Personnel Only
- Tours - visit only

What is a
WARRIOR?





Initial Group Concepts





1

2

3

4

5

Steadfast Bravery

Iconic Grit

Heart of Bold

Multifaceted Power

Timeless Community

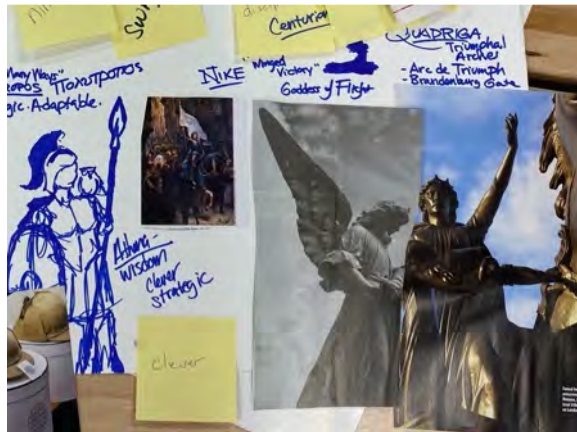
- Clever
- Strategic
- Adaptable
- Determined
- Fierce
- Driven
- Swift
- Adventurous
- Timeless

- Strong
- Fighter
- Conquering
- Gritty
- Powerful
- Tough
- Mighty
- Relentless

- Results
- Determination
- Bold
- Collaborative
- Necessary
- Meanness

- Versatility
- Multifaceted
- Stronger Together
- Courage
- Tradition

- Connection
- Strong
- Distinguished
- Honorable
- Proud
- Unity
- One team
- Loyalty
- Immortal



1

Steadfast Bravery



2

Iconic Grit



3

Engaged Community

Honor • Tradition • Grit • Courage • Unity • Stronger Together

~~Clover~~

- Strategic
- Adaptable
- Determined
- Fierce

- Driven
- Swift
- Adventurous
- Timeless

~~Fighter~~

~~Conquering~~

- Powerful

- Tough
- Mighty
- Relentless

- Versatility
- Multifaceted
- Connection
- Distinguished

- Proud
- Loyalty
- Our Landscape and River



1

Steadfast Bravery



2

Iconic Grit



3

Engaged Community

Honor • Tradition • Grit • Courage • Unity • Stronger Together

~~Clover~~

- Strategic
- Adaptable
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- Fierce
- Driven
- Swift
- Adventurous
- Timeless

~~Fighter~~

~~Conquering~~

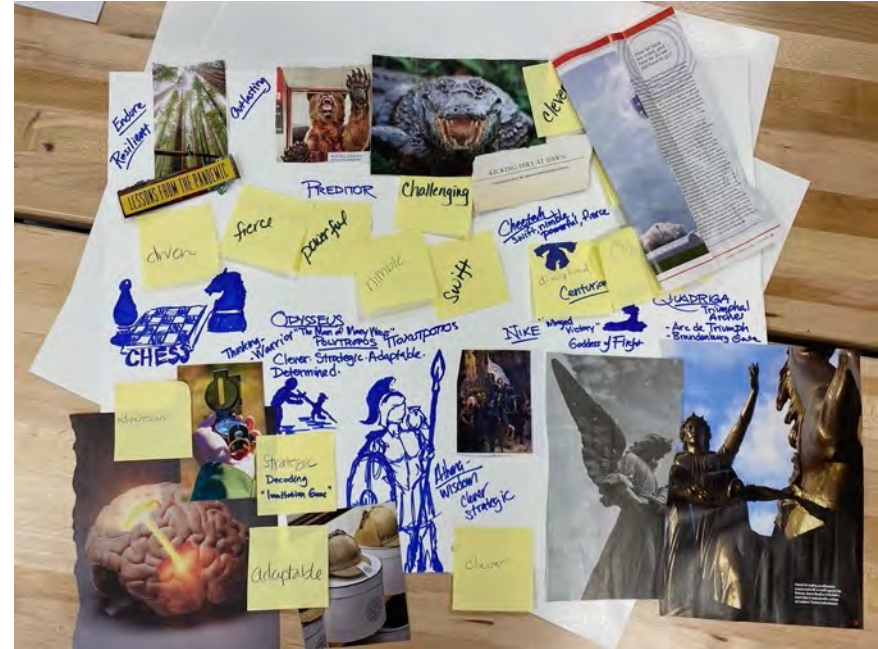
- Powerful
- Tough
- Mighty
- Relentless

- Versatility
- Multifaceted
- Connection
- Distinguished
- Proud
- Loyalty
- Our Landscape and River

1. Steadfast Bravery (The Bold Protector)

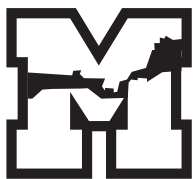
Nature, Mind and Mythology—these themes share the qualities of enduring through time, strategic thinking, adaptability and drive. Body, mind and spirit are another way to envision these ideas. Nature and mythology are concepts across cultures and times in a powerful and inspirational way.

- **Honorable**
- **Determined**
- **Courageous**
- Stronger Together
- Strategic
- Adaptable
- Fierce
- Driven
- Swift
- Adventurous
- Timeless









Logo Prototypes

Some Initial Ideas



Six Initial Concepts

					
Centurion Helmet	Norse Helmet	Viking Chieftain	Tribal Monogram	Shield and Swords	Charging Lance
<p>Harkens back to the principled and strategic commanders of Rome</p> <p>Was the name of the yearbook, prior to 1951</p>	<p>Iconic horned helmets have been seen throughout history and popular culture</p> <p>Confident and easily recognized</p>	<p>Determined and fierce, this warrior is a mythical adventurer—loyal to his family and clan.</p> <p>Could include a feminine counterpart</p>	<p>Overlapping M and W form an abstraction that is both expressive and contemporary</p> <p>The bold mark is unique within the region</p>	<p>Each corner of the protective shield represents a neighborhood in the district.</p> <p>Traditional and simple</p>	<p>Simple, yet identifiable mark portrays momentum, direction and challenge.</p> <p>A contemporary take on a traditional visual</p>

Community Feedback

Top 5 Most Important Design Elements

1. Maintain a blue and gold color scheme in the logo design.
2. Avoid the use of a block “M” in the logo design as it is too similar, to other schools in the area.
3. Create a logo design that is bold and dynamic.
4. Avoid the use of any Native American imagery/artifacts in the logo design.
5. Create a logo design that is a mascot/image rather than typeface/letters only.

Feedback from Key Stakeholders:

The Shield and Swords:

- The group liked the idea of the 4 neighborhoods being represented.
- They liked the strength it represented.
- The simplicity of it.
- They were concerned with it looking too similar to Moeller.
- The swords seem to overpower the image.
- The group is asking if the “M” can be changed to the M in motion.
- Can the shield be a 3D image
- Can we see it without the swords? What about the swords are now Baseball bats, lacrosse sticks, etc..
- What if the Map abstract image made it on the shield somehow?
- Can the 4 neighborhoods be more prominent?
- Can it look “edgier” - “tougher” - it’s looks geared toward younger kids.



Feedback from Key Stakeholders:

The Tribal Monogram

- The group loved how unique it is. But worried it was too abstract.
- Really liked the M and W being in a logo together.
- Could it be incorporated into another image or part of another, so it could be part of the toolbox but not THE logo?



Feedback from Key Stakeholders:

The Norse Helmet

- The group liked the idea of a helmet, but a changed image.
- No horns. Too much like vikings and NKU.
- Loved the M on the helmet.
- Can the helmet be reimagined without the horns and maybe a new look?
- Can it look “edgier” - “tougher” - it’s looks geared toward younger kids.



Revised Concepts

Helmet and Stars^A

Integrity Shield

Helmet and Stars^B

Three Revised Concepts



Helmet and Stars ^A

Forward facing, the four neighborhoods of the community are firmly behind the Warrior— both guiding the way and providing inspiration.

Logo is both dynamic and unique within the region

The helmet is always looking forward— honorable, determined and courageous



Integrity Shield

The four neighborhoods of our district meet as a shield in support and protection of the schools, while the Warrior brand character of honor, courage and determination encourages everyone to live up to their fullest potential.

Classic and traditional aesthetic
Simple and straightforward











Helmet and Stars ^B

Forward facing, the four neighborhoods of the community are firmly behind the Warrior— both guiding the way and providing inspiration.

Logo is both dynamic and unique within the region

The helmet is always looking forward— honorable, determined and courageous

Eight Concepts

							
Centurion Helmet	Norse Helmet	Viking Chieftain	Tribal Monogram	Shield and Swords	Charging Lance	Helmet and Stars	Integrity Shield
<p>Harkens back to the principled and strategic commanders of Rome</p> <p>Was the name of the yearbook, prior to 1951</p>	<p>Iconic horned helmets have been seen throughout history and popular culture</p> <p>Confident and easily recognized</p>	<p>Determined and fierce, this warrior is a mythical adventurer—loyal to his family and clan.</p> <p>Could include a feminine counterpart</p>	<p>Overlapping M and W form an abstraction that is both expressive and contemporary</p> <p>The bold mark is unique within the region</p>	<p>Each corner of the protective shield represents a neighborhood in the district.</p> <p>Traditional and simple</p>	<p>Simple, yet identifiable mark portrays momentum, direction and challenge.</p> <p>A contemporary take on a traditional visual</p>	<p>Forward facing, the four neighborhoods of the community are firmly behind the Warrior—both guiding the way and providing inspiration.</p> <p>Logo is both dynamic and unique within the region</p>	<p>The four neighborhoods of our district meet as a shield in support and protection of the schools, while the Warrior brand character of honor, courage and determination encourages everyone to live up to their fullest potential.</p>

Group Feedback

4 Concepts to 2

Four Concepts



Shield and Swords

Each corner of the protective shield represents a neighborhood in the district.

Traditional and simple



Helmet and Stars ¹

Forward facing, the four neighborhoods of the community are firmly behind the Warrior—both guiding the way and providing inspiration.

Logo is both dynamic and unique within the region



Integrity Shield

The four neighborhoods of our district meet as a shield in support and protection of the schools, while the Warrior brand character of honor, courage and determination encourages everyone to live up to their fullest potential.



Helmet and Stars ²

Forward facing, the four neighborhoods of the community are firmly behind the Warrior—both guiding the way and providing inspiration.

Logo is both dynamic and unique within the region

4 Concepts to 2



Student Feedback Group	Superintendent Advisory Feedback Group	Community Survey(s)	Project Team
<ul style="list-style-type: none">High School Students felt strongly that we need a mascot/warrior image. They felt the shield was not a mascot andthe helmet concept #4 said “warrior” the most to them. JH students were mixed on their feelings of all concepts.Both groups wanted to maintain blue and gold only and liked the diamonds more than the stars.	<ul style="list-style-type: none">This group focused on revisions and suggestions for concepts #3 and #4. They liked the shape of the shield in#3 but wanted to see the shield without the words. They also preferred helmet concept #4 as it was moredistinguishable as a helmet.	<ul style="list-style-type: none">The community felt that #3 and #4 concepts most met the design elements and represented the descriptive words.They liked the shape of the shield in #3 more and the shape/design of the helmet in #4. They do not like the addition of the teal color and prefer the diamonds over stars.	<ul style="list-style-type: none">The project team felt based on the feedback they have received along with their own internal feedback that #3 and#4 are the two concepts to move forward for further consideration.

Refined Brand Identity



MARIEMONT WARRIORS

Forward facing, the four neighborhoods of the community are firmly behind the Warrior—guiding the way and providing both inspiration and support.

- Logo is both dynamic and unique within the region
- The helmet is always looking forward—honorable, determined and courageous





- Since the helmet is always looking forward there are both left facing and right facing versions.
- The M is always slanted in the same direction.
- The artwork can be simplified for differing production methods and color combinations
- The four neighborhoods may be represented as the four stars























Mariemont City Schools

Warrior Weekly - March 9

Inbox - Google March 9, 2021 at 12:38 PM

Warrior Weekly



State of the Schools 2021

Welcome to the 2021 State of the Schools - what we hope will be an engaging and informative update on the Mariemont School District.

After watching this short video, we encourage you to read the [special State of the Schools edition of The Experience Newsmagazine](#) for a more in-depth look into the themes of the 2021 State of the Schools: A Focused Vision, A Pandemic Education, Student Success, Dollars and Cents, BEyond Academics, High School Pride and Creating the Experience.

Thank you for participating in the 2021 State of the Schools! And thank you for continuing to help us create the Mariemont Experience and provide our community's children with truly remarkable opportunities!







MARIEMONT CITY SCHOOLS



Home of a
WARRIOR
GRADUATE



Next Steps

Roll Out