

Piney Woods Elementary

Logo and School
Colors Report



Committee Members

Cassy Paschal, Principal of ES
13

Anna Miller, Principal of Chapin
Middle

Vann Holden, Director of
Accountability

Jonathan Ingram, Parent

District Policy AR FF-R Naming
Facilities

Meredith Bugenske, Parent

Al and Margaret Walker,
Community Members

Norman Agnew, Community
Member

Rick Howell, Historian and
Community Member (Advisory
position)

Committee Meetings

- Studied the history of the area
- Analyzed historical and current maps of the area
- Sought community input from various people and groups
- Interviewed community members



Piney Woods School

This school was located less than two miles from the current site of Piney Woods Elementary. A part of the school still stands today.



Determining the School's Name

- Utilized Roger Von Oech's Creative Thinking Process during the decision making process
 - **Explore:** In Depth Brainstorming
 - **Artist:** Create Using Existing Materials
 - **Judge:** 10/4 Ranking System
 - **Warrior:** Take Action
- Considered **29** name options



Piney Woods Elementary School



Determining the Mascot

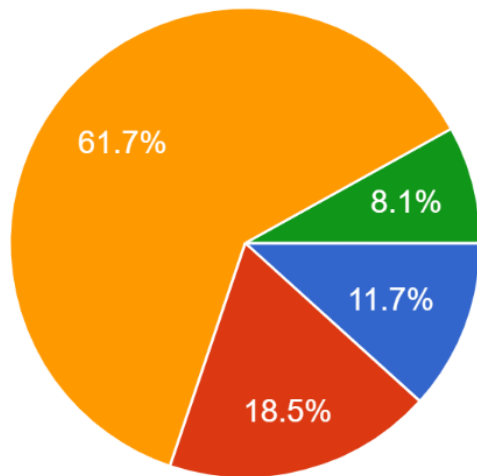
- Considered **30** mascot options.
- **Top three** chosen by the committee: Bear Cubs, Ospreys, Purple Martins
- Surveyed the community with the top three.
 - **2363** votes
 - **54.5%** voted for the winner



School Zone Community Participation

What school zone do you reside?

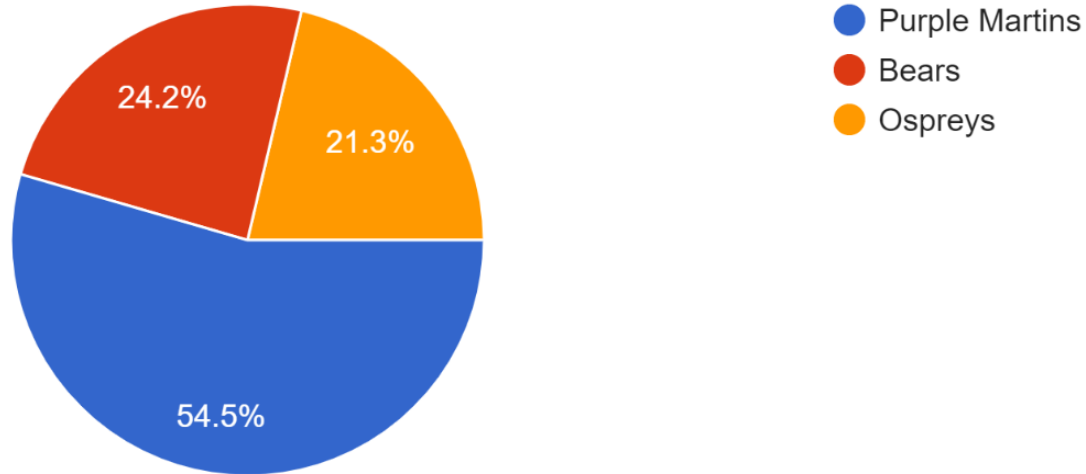
2,363 responses



- Irmo Cluster
- Dutch Fork Cluster
- Chapin Cluster
- Not a resident of the school district

Top Three Vote Breakdown

I vote for the Piney Woods Elementary mascot to be the:
2,363 responses



And the winner is...



School Logo and Colors

- Sought Input from the Naming Committee
- Hired a Design Company
- Collaborated with the Design Company
- Consulted with the Purple Martin Conservation Association





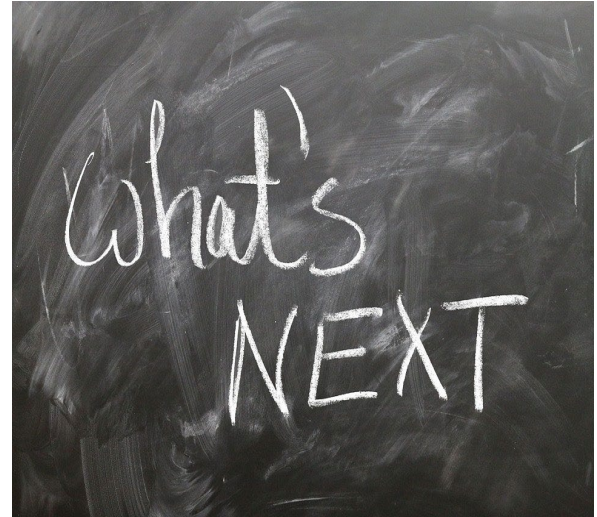
PINEY WOODS

E L E M E N T A R Y

Home of the Purple Martins

Next Steps

- Integrate mascot, logo and colors into the school's design.
- Create a unique brand for Piney Woods Elementary.





PINEY WOODS

**HOME
OF THE**

**PURPLE
MARTINS**

ELEMENTARY