



# Comprehensive High School #3

## Branding Concepts for Harvest View, Desert Vista, and Sageview High School

December 12, 2023

# Purpose

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- Present preliminary branding concepts for Comprehensive High School #3 with school names:
  - Desert Vista High School
  - Harvest View High School
  - Sageview High School



# **BACKGROUND: Naming Overview**



# Overview

## October 10th Board Study Session

- Reviewed process for selecting Naming Committee
- Reviewed process Naming Committee utilized to narrow suggested names
- Naming Committee members shared positive experiences of the committee process
- Board members reviewed and discussed ThoughtExchange data

## October 10th Board Report Presentation

- Reviewed process for selecting Naming Committee
- Reviewed process Naming Committee utilized to narrow suggested names
- Reviewed Naming Committee feedback
- Provided final five recommended names for Comprehensive HS #3
- Informed the board of request to take action on Oct. 24th board meeting

## October 24th Board Action Item

- Provided an overview of both the October 10th Board Study Session and Board Report
- Provided the five recommended names for Comprehensive HS #3
- School Board took action and selected the name, Harvest View High School as the name for Comprehensive HS #3

## November 14th Board Report Presentation

- Reviewed all processes outlined during the October 10<sup>th</sup> Board Study Session
- Reviewed Board Governance Process
- Presented the Mascot & Color Selection Process
- Presented Branding Concepts for Harvest View HS
- School Board requested to see additional branding concepts for Sageview and Desert Vista HS names



# **Preliminary Branding Concepts**





# **Harvest View High School**

## **Branding Concepts**



# Color Selection

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**Primary Color = Dark Green**



# Color Selection





# Seal



# Logos

HARVEST VIEW  
FULL COLOR  
PRIMARY LOGO SYMBOL



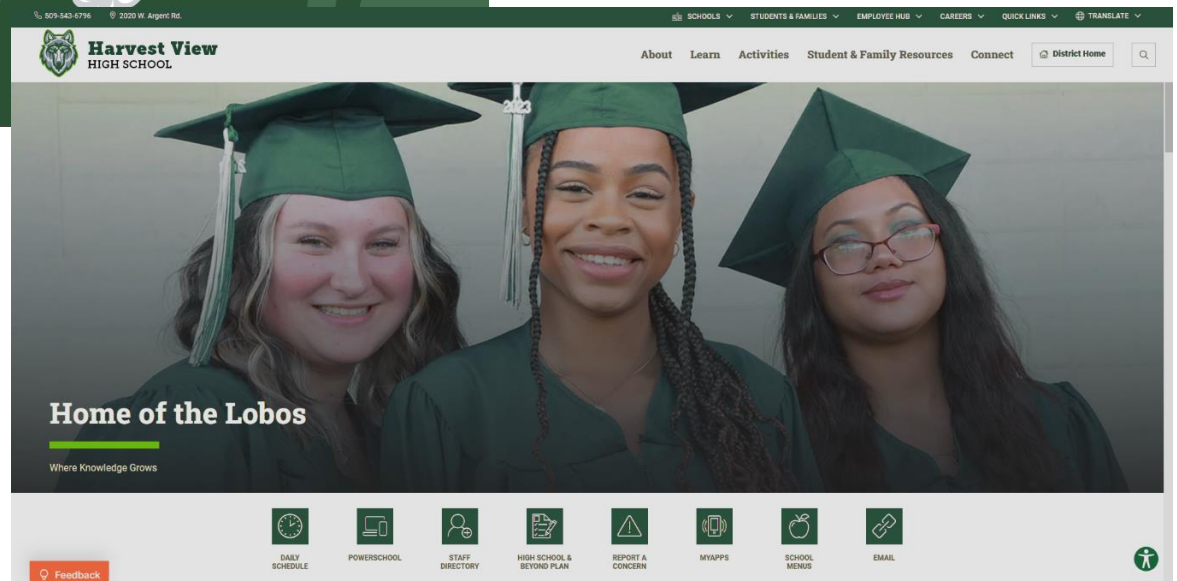
THE WOLF

HARVEST VIEW  
FULL COLOR  
SECONDARY LOGO SYMBOL



THE WOLF PAW

# Color Mock-Ups



# School Theme

## Inside School

- **Agricultural Landscapes Incorporated in Design**
  - Highlight the importance of agriculture in the region featuring tractors, barns, crops, and lobos.
  - Feature artwork, murals, or photographs of local landscapes, landmarks, and scenery.



# Tagline Options

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- **Harvest View**

- Where Knowledge Grows
- Nurturing Minds, Harvesting Futures
- Fields of Learning, Horizons of Opportunity
- Harvesting Knowledge, Cultivating Success
- Harvesting Potential, Unleashing the Power of Lobos Pride
- Planting Seeds of Knowledge, Harvesting Fields of Success
- Cultivating the future of tomorrow



# Lobos Spirit

- **Lobos Spirit:** Celebrate the school's mascot, the Lobos, by incorporating wolf-related designs, such as paw prints or faces of a wolf or lobos around the school and on merchandise.



# Lobos Spirit

- **Spirit Themes**

- Encompass that together, like a wolf pack, they are stronger and more resilient.
  - Los Lobos Squad
  - Wolf Pack Wednesday

- **Chants**

- "Lobos are strong, Lobos are bold, Harvest View's story, yet untold! Los Lobos rise, Los Lobos fight, We own this game, we own the night!"
- "Los Lobos strong, Wolf Pack pride, Harvest View, stand side by side!"



# **Desert Vista High School**

## **Branding Concepts**





# Color Selection

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**Primary Color = Dark Green**



# Color Selection



# Logos

DESERT VISTA  
FULL COLOR  
PRIMARY LOGO SYMBOL



THE WOLF

DESERT VISTA  
FULL COLOR  
SECONDARY LOGO SYMBOL



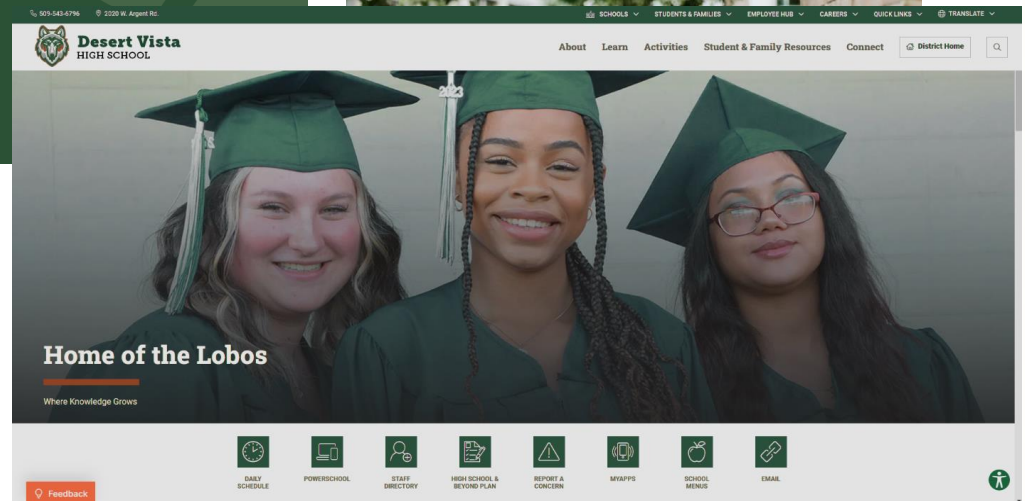
THE WOLF PAW

# Seal



# Color Mock-Ups

Welcome to  
**Desert Vista  
High School**





# School Theme

## Inside School

- **Desert Landscapes Incorporated in Design**
  - Highlight the lobos and footprints throughout the school.
  - Feature artwork, murals, and photographs of local desert landscapes, landmarks, and scenery.



# Tagline Options

- **Desert Vista High School**

- Unleash Your Potential, Embrace the Horizon:  
Desert View High School, Where Dreams Soar
- From Sand to Stars: Desert View High, Elevating  
Education to New Heights
- Charting Success in Every Horizon:  
Desert View High School, Where Futures Flourish
- Where Every Student is a Rising Star:  
Desert View High, Illuminating Minds

# Lobos Spirit

- **Lobos Spirit:** Celebrate the school's mascot, the Lobos, by incorporating wolf-related designs, such as paw prints or faces of a wolf or lobos around the school and on merchandise.





# Lobos Spirit

- **Spirit Themes**

- Encompass that together, like a wolf pack, they are stronger and more resilient.
  - Los Lobos Squad
  - Wolf Pack Wednesday

- **Chants**

- "Lobos are strong, Lobos are bold, Desert Vista's story, yet untold! Los Lobos rise, Los Lobos fight, We own this game, we own the night!"
- "Los Lobos strong, Wolf Pack pride, Desert Vista, stand side by side!"



# **Sageview High School**

## **Branding Concepts**



# Color Selection

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**Primary Color = Dark Green**



# Color Selection

SAGEVIEW

PMS  
350 C

FOREST

HIGH

PMS  
7494 C

SAGE

SCHOOL

PMS  
444 C

ASH

BRAND

PMS  
000 C WHITE

CLOUD

COLORS

PMS  
BLACK C

NIGHT

# Logos

SAGEVIEW  
FULL COLOR  
PRIMARY LOGO SYMBOL



THE WOLF

SAGEVIEW  
FULL COLOR  
SECONDARY LOGO SYMBOL

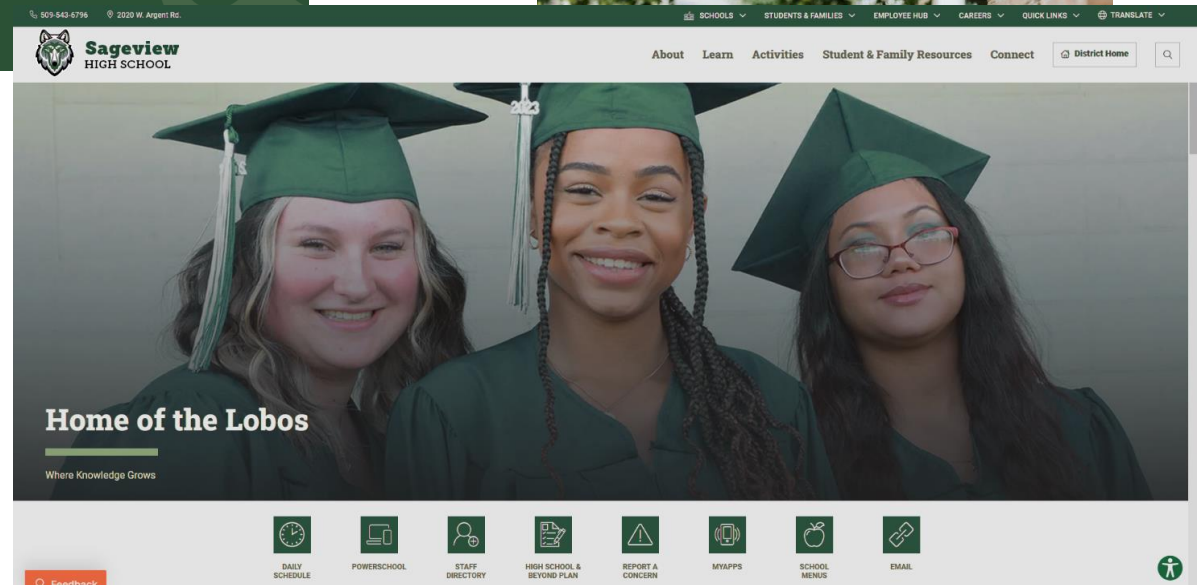


THE WOLF PAW

# Seal



# Color Mock-Ups





# School Theme

## Inside School

- **Geographical Landscapes Incorporated in Design**
  - Highlight the lobos and footprints throughout the school.
  - Feature artwork, murals, and photographs of local geographical landscapes, landmarks, and scenery.





# Tagline Options

- **Sageview High School**

- Sageview High School: Cultivating Wisdom, Nurturing Excellence
- Growing Minds, Cultivating Dreams
- Wise Minds, Boundless Horizons: Welcome to Sageview High School
- Inspire. Learn. Succeed: The Sageview High School Way
- Wisdom in Every Step: Sageview High, Where Bright Futures Begin

# Lobos Spirit

- **Lobos Spirit:** Celebrate the school's mascot, the Lobos, by incorporating wolf-related designs, such as paw prints or faces of a wolf or lobos around the school and on merchandise.



# Lobos Spirit

- **Spirit Themes**

- Encompass that together, like a wolf pack, they are stronger and more resilient.
  - Los Lobos Squad
  - Wolf Pack Wednesday

- **Chants**

- "Lobos are strong, Lobos are bold, Sageview's story, yet untold! Los Lobos rise, Los Lobos fight, We own this game, we own the night!"
- "Los Lobos strong, Wolf Pack pride, Sageview, stand side by side!"



# **Board Discussion and Direction**





# **You Belong - Tú Perteneces**

