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Warren County High School Unveils New Style Guide for Pioneer and Lady Pioneer Athletics

McMinnville, TN — Warren County High School (WCHS) is proud to announce the launch of its new comprehensive style guide for the Pioneer and Lady Pioneer athletic programs. This initiative, spearheaded by athletic co-directors Anthony Lippe and Phillip King, with the support of WCHS Executive Principal Chris Hobbs, looks to establish a unified and consistent brand identity for all school sports.

Recognizing the need for streamlined branding, the team gathered and reviewed all logos, graphics, and colors used by various Pioneer and Lady Pioneer teams over the years. This effort led to the creation of a master style guide that outlines the official logos and team colors to be used across the school.

"When we started looking at the re-branding concept, we discussed that over the course of time there have been many different logos associated with Warren County," said athletic co-director Phillip King. "There never seemed to be a standard logo across the board until Coach Todd Willmore was able to incorporate the interlocking WC several years ago. We've seen other systems rebrand their logos and felt that this would be a good thing for our athletics program."

The development of the new style guide was a collaborative process, involving initial stakeholder meetings and subsequent surveys to ensure that the chosen logos and colors reflected the overall consensus and preferences of the WCHS community. This inclusive approach ensured that the final selections resonated with students, parents, faculty, alumni, and supporters.

"The athletics department as well as Mr. Hobbs, administrators, community members, and a branding committee have worked together to come up with some consistency in our branding/logos that represent our school," said athletic co-director Anthony Lippe. "We're wanting consistency throughout our athletic department, but also within our school, clubs, and other various groups."

The new style guide includes detailed guidelines on the usage of logos, color palettes, and typography, providing a cohesive and professional appearance for all athletic materials and merchandise. It will be implemented school-wide, enhancing the visibility and recognition of Warren County High School's athletic teams.

Principal Chris Hobbs expressed his enthusiasm for the initiative, stating, "This new style guide is a significant step forward for our school and its programs. Not only does it enhance our identity visually but also strengthens our sense of Pioneer Pride. WCHS is very appreciative of Anthony Lippe, Phillip King, and everyone involved in making this idea a reality."

“We’re extremely proud of our school and want to represent it as a united front, and we couldn't be more excited to bring together a new look that represents past and present Pioneers and Lady Pioneers,” added Lippe.

The new style guide will be available on the Warren County High School website and new merchandise will be available for purchase through <https://bsnteamssports.com/shop/wchsfan24>.

For more information, please contact:

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About Warren County High School:

Warren County High School, located in McMinnville, TN, is dedicated to providing quality education and fostering the personal growth and academic achievement of all students. With a strong commitment to excellence in athletics, WCHS offers a wide range of sports programs that promote teamwork, discipline, and school spirit.