WATERLOO SCHOOLS NEWS

FOR IMMEDIATE RELEASE

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WATERLOO UNITED HIGH SCHOOL IDENTITY UNVEILED
Community, students, and staff come together to shape the future

The Waterloo Community School District proudly announces the new name, mascot, and school colors for its upcoming high school: Waterloo United High School – Home of the Titans, proudly wearing Black and Vegas Gold.

The new school identity was unveiled at a high-energy, community-wide celebration held Wednesday, October 8, at 6 p.m. at the Waterloo Convention Center. The event drew hundreds of students, families, staff, and community members, all eager to witness this milestone moment in Waterloo's history as the new name, colors, and mascot were revealed for the first time.

The selection is the result of a months-long process led by the Mascot and Colors Campaign Committee, a diverse group of students, educators, alumni, and community members who worked through the winter and spring of 2025 to ensure the new identity reflects the voices and spirit of the entire Waterloo Schools community.

The Waterloo Board of Education tasked the committee with one clear goal: to create a process that placed students at the center of every decision. From brainstorming sessions to focus groups held across the district, student feedback shaped the outcome at every step. The result is a school identity that celebrates unity, pride, and progress—a reflection of a community coming together as one.

"The first step for the committee was to define what Waterloo represents: a region built by makers, dreamers, and doers," said committee members in a report to the school board. "By honoring our history of industry, resilience, and cultural richness, we set out to build a school identity that celebrates where we've been and inspires where we're going."

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Name: Waterloo United High School
Students overwhelmingly supported the name Waterloo United High School as a symbol of unity and shared purpose. They felt “United” represented the merging of schools and cities under one collective identity—something inclusive of all communities within the district. The name quickly became a top choice among public submissions and was celebrated for its modern tone and powerful message of togetherness.

School Colors: Black and Vegas Gold
Chosen for their timeless strength and bold contrast, Black and Vegas Gold reflect Waterloo’s confidence, pride, and forward-looking spirit. The soft metallic warmth of Vegas Gold paired with the sophistication of black creates a modern and distinctive look that embodies both tradition and progress.

Mascot: The Titans
The Titan stands as a symbol of strength, leadership, and perseverance—honoring Waterloo’s legacy of innovation and resilience. Rooted in the city’s industrious past and shaped by its enduring community spirit, the Titan reflects the people who continue to build, lead, and inspire.

The Titan is visually represented through a bold logo featuring a trident—a symbol of strength and forward momentum. Within the trident, the initials WU stand for Waterloo United, uniting name and symbol in a single mark. The mascot itself is brought to life through a striking gold mask, embodying the spirit, power, and determination of the Titan.

“I’ve been truly impressed by our students, especially our 7th and 8th graders, for the depth of thought, creativity, and conviction they brought to this process,” said Josh Paxton of Paxton Creative, who led the district through the creative process. “Their insights went far beyond surface opinions; they helped build a shared vision for the future of this community.”

Superintendent Dr. Jared Smith added, “This project is about so much more than a new building or a new name; it’s about creating a shared identity for our entire community. Waterloo United High School represents our commitment to ensuring every student has access to the same opportunities, experiences, and sense of pride.”

Looking Ahead
Construction of Waterloo United High School is already underway, with doors set to open for the 2028–2029 school year. This transformative project will bring together students from East High School, West High School, and Expo High School on a single, unified campus, ensuring that every student has access to the same high-quality programs, activities, and opportunities.

The new campus will also house the Waterloo Career Center, expanding access to advanced career and technical education pathways that prepare students for college, careers, and life beyond graduation.

More than a new facility, Waterloo United High School represents a bold investment in the future of the Waterloo region—one that embodies the spirit of unity, strength, and opportunity for generations to come. With the Titans leading the way, the future of Waterloo shines brighter than ever.

Follow the progress of the new Waterloo United High School construction at https://ow.ly/mhP550X8Mpt.

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