

LOGO/NICKNAME SELECTION

Background

On 11/17/22, NYSED issued a memo directing all districts to commit to replacing their Native American name, logo and/or imagery by the end of 22-23 school year.

Board of Education voted on June 26, 2023, to retire the Warrior logo and nickname.

Timeline

5/25/23-Input sought for new logo/nickname

6/28/23-District looks for input on eight possible nickname/logo choices

7/10/23-Board agrees to revisit nickname/logo choices and extend survey period

8/29/23-Logo committee meets to review logo submissions and reduced submissions from 117 to 30.

9/12/23-District looks for input on final 30 names

10/3/23-Logo committee met to review input and reduced list from 30 to 5.

Selection Criteria

Identity & Values

Memorability

Relevance

Uniqueness

Timeliness

Identity & Values-Evergreen

Evergreens are characterized by the life-giving force of their foliage, the strength of their massive trunk, and the depth of their roots—in an individual tree and as a forest of trees. They provide shelter and sustenance.

They have histories that preclude us and will continue in perpetuity after we are no more. This can also be said about our district, our students, staff, and community at large.

We are a district that gives back, we have strength in strong academic programs, and immaculate buildings and grounds.

We have a firm foundation rooted in our values, strong as individuals but collectively unstoppable.

Identity & Values-Evergreen

In relevance to our districts mission:

Evergreen is a lifelong tree with a life expectancy of 50-450 years, this spans many generations. Like a tree that grows upward we encourage children to grow and find their maximum potential.

Evergreen trees are a source of stability and structure, which provide basic human necessities like shelter, sustenance, and protection - guiding the eye upward which can theoretically match the idea of guiding oneself or a group.

Evergreen is dynamic and always evolving to match the changes around them.

Memorability-Evergreen

The evergreen is quite unique in the fact that no other district uses that imagery and would be easily remembered with a famous "green and white" school colors

An evergreen is recognizable in any size format, as a single tree or within a forest of many

Relevance-Evergreen

We are a rural district that surrounded by trees, and it is a part of our beautiful image when driving onto our campus, whether at the elementary school or high school. We have discussed becoming more eco-friendly through our initiatives as well as a strong background in science and environmental studies.

Uniqueness-Evergreen

Besides The Maroons (Auburn Enlarged District) there are no other local districts that use a color in their name and none that use evergreen/green/tree as a mascot or log

Timeliness-Evergreen

Evergreen is the very definition of timeless. In fact, to be evergreen; to remain functional through more than one season, perennial, universally and continually relevant. This is so important as we live in a time where nothing is permanent, and changes are constantly happening.

A tree is not confrontational, yet strong and a preserved image with little to no controversy.

I don't foresee Weedsport losing a rural touch and given the eco approach and investment into its image, we would continue to remain with our rural look to keep supporting the image.

Identity & Values-Express

Recognizes and honors the history of transportation of all types that ran through Weedsport or the District. See slide on relevance.

Express is a name that represents speed, strength, power, grace, and style...

Weedsport Express...can be abbreviated WE...representing all of us...not just individuals, as in WE are strong, WE have pride, WE don't quit, WE are Weedsport...WE will Rock you can be played before or during athletic contests...

Memorability-Express

The Express would not only reflect our proud history and traditions, but it would also give us a unique mascot and logo that could provide a unifying new concept for our athletes and community to embrace.

Relevance-Express

- Going back to our earliest days in the 1800's, Turnpike Road (in our district) was the first primary east-west road or express road in our area.
- In the 1820's the Erie Canal came to Weedsport...it was truly an express route.
- In the 1840's railroads came to Weedsport...around the turn of the century there were more than 100 trains a day that passed through the village!
- In 1912 the new barge canal system came to Weedsport, passing along the Seneca River...an express route that still exists today.
- In the late 1940's Whitford's Airport was established, bringing air transportation directly to our community.

Relevance-Express

- In the early 1950's the NYS Thruway was created...establishing a superhighway/express route that remains a vital part of our community to this day.
- To this day, enormous numbers of planes fly over Weedsport on a daily basis - creating an aerial express route.
- Amtrak and CSX trains run through the district several times each day.
- The Lehigh Valley rail line ran between the elementary and high school properties - you can still walk along that path today.
- The West Shore rail line ran enormous 100 car trains, which literally thundered across the area that is today the entrance to the high school.
- For a time, William Fargo lived in Weedsport. He entered the business with a partner, Henry Wells of Port Byron, and the Wells-Fargo Express was born.

Uniqueness-Express

Only found 1 other high school in New York with this name and it's not local.

Able to design a logo that would honor or local traditions and history.

Timelessness-Express

Express honors our communities long and well-established connection to Transportation.

Identity & Values-Green Wave

Just like a Warrior (as we think of that word in Weedsport) a Wave: is often seen as a symbol of growth, renewal, and transformation. Also, waves can also represent the unpredictability of life, reminding us that we must learn to navigate its ups and downs as they come.

Waves symbolize majesty of the sea- they can have enormous power and strength yet can be so calming and mesmerizing.

Catching the “green wave”

one must paddle fast enough to match the speed of the wave

The perfect stage in a waves journey

One of the most challenging things to learn as a surfer. More time you put into it, the more successful you will be. Each failure takes you closer to the goal -
A Warrior.

Identity & Values-Green Wave

Flexible, mighty and fierce and must change frequently based on the conditions at hand. Does not give into the fear and strives to accomplish the goal at hand, however, is also the calm during the stressful situation/storm to lead the mission.

Can symbolize a person's ability to have the power and ability to overcome challenges that come our way and make the best out of them- a Warrior.

Does not give in to fear overcome it – “ride the wave”

Symbolism – lots of ideas

Memorability–Green Wave

No other school in NYS with this name

Goes well with our school colors

Relevance – Green Wave

Waves are part of the Erie Canal (caused by the boats), Weedsport is named for the port on the canal and after the Weed brothers.

Weedsport is also located near many of the Finger lakes and Lake Ontario.

Uniqueness – Green Wave

This idea is extremely unique to our area. I do not know of any high school that has a Wave of mascot/logo nearby.

Timelessness – Green Wave

As far as becoming outdated, I do not feel something from nature will be outdated or cause any controversy in the future and if so, I feel it would be much harder to back up compared to such things as items, animals, etc.

Identity & Values-Thunderbolts

Honors our community's history and connection to World War II.
(See relevance)

Thunder exists in nature, when combined with lightning, it creates one of the most powerful forces known on earth.

The sound of thunder is intimidating, striking fear in the hearts of many people - especially our opponents!

Memorability-Thunderbolts

Thunderbolts are a single discharge of lightning with accompanying thunder.

We could play the sound of thunder in the stadium/gym...that low rumble and sudden crack is very impressive and intimidating.

Relevance-Thunderbolts

Weedsport's Barr Manufacturing Corporation was a major supplier of weapon parts during World War II - our role in helping contribute to America's Arsenal of Democracy - specifically helped to defeat the Axis powers and to bring peace and stability to the globe.

As part of our efforts to contribute - we supplied parts for the barrage rockets. These rockets were nicknamed the Thunder or the Thunderbolts.

Uniqueness-Thunderbolts

This idea is unique, creative, and original. There are a lot of different logos and ideas that could be created using thunder or thunderbolts as a concept - giving the logos creativity and flexibility.

Timelessness-Thunderbolts

Thunder and lightning is an act of nature and will stand the test of time.

Honors our community's history.

Identity & Values-Wolverines

1.Strength:

The wolverine, renowned for its immense strength relative to its size, can symbolize the remarkable power that lies within Weedsport's students. Just as the wolverine fearlessly protects its territory, students can be inspired to protect and defend their school, both academically and athletically. By identifying with the wolverine, students will be encouraged to tap into their inner strength, demonstrating determination, courage, and leadership in their pursuits.

Identity & Values-Wolverines

2. Adaptability and Versatility:

Weedsport students, like wolverines, are adaptable and versatile in their approach to various situations. Wolverines are known for their ability to thrive in diverse environments and adapt to changing circumstances.

Similarly, Weedsport students must navigate a rapidly evolving world, embracing new challenges and opportunities. By adopting the wolverine as the mascot, Weedsport emphasizes the importance of adaptability, encouraging students to be flexible, open-minded, and willing to explore new horizons.

Identity & Values-Wolverines

3. Tenacity and Resilience:

Wolverines possess remarkable tenacity and resilience, essential qualities for success in both academic and personal endeavors. Weedsport students can draw inspiration from the wolverine's ability to persevere in harsh conditions and overcome obstacles. In the face of adversity, the wolverine remains steadfast and determined, never giving up. By adopting the wolverine as the mascot, Weedsport instills a sense of resilience in its students, empowering them to overcome challenges, bounce back from setbacks, and continue striving for excellence.

Identity & Values-Wolverines

4. Teamwork and Unity:

Wolverines are known to exhibit a strong sense of loyalty and teamwork within their social structure. Weedsport can leverage this aspect of the wolverine's nature to promote unity and collaboration among its students. By adopting the wolverine as the mascot, Weedsport encourages students to work together, supporting and uplifting one another. The wolverine's representation as a team-oriented creature will foster a sense of camaraderie, fostering a school environment that values cooperation, inclusivity, and mutual respect.

Identity & Values-Wolverines

5.Pride and Spirit:

Choosing the wolverine as the official mascot will ignite a sense of pride and spirit among Weedsport students, faculty, and the broader community. Students will identify with the mascot's unique characteristics, forming a deep bond with their school and symbolizing their shared values. The wolverine's representation will inspire school spirit, ideally leading to increased attendance at sporting events, heightened participation in extracurricular activities, and an overall sense of belonging and enthusiasm within the student body.

Recognizable-Wolverines

Alliteration makes this mascot memorable, easy to say, easy to remember, and sound like it belongs with the Weedsport name.

Relevance-Wolverines

We have animals like fishers and martens which are in the same family (the Mustelidae family) as the Wolverine.

The relevance comes from the characteristics of the wolverine and their relationship to the characteristics of our student body and school community as outlined in the Identity & Values slides previously.

Uniqueness-Wolverines

The high schools in New York with the mascot of Wolverines are in Bolivar, Bronx, Buffalo, Garden City, Niagara Falls, Selden, Waverly, Westfield, and Worcester. Therefore, there are no schools near us with the Wolverines mascot.

Timelessness-Wolverines

The concept of a wolverine as a mascot has a timeless appeal. It is not tied to any specific trend or era, which means it can maintain its relevance and significance for years to come.

Next Steps

Student Vote (October 18-25)

- After student vote will be reduced to 2-3 finalists.

Community/Alumni Advisory Vote (Nov 2nd 5p-8p), (Nov 4th 9a-12p)

- In person vote
 - Community Members residing within the District
 - Students
 - Staff
- Alumni not living within the District
 - done via email

BOE selection and adoption of New name (Nov 6th)

Next Steps Continued...

Once a new name is selected, we will open up for submissions for a logo.