Purpose: To establish an inclusive process for the selection of the district's new mascot/nickname and logo, and to ensure the criteria and selection are in alignment with our district's values and equity focus.

Rationale for committee: In May of 2021 the Okemos Board Education unanimously voted to eliminate the district's mascot/nickname to align with our values and equity focus. The district's next steps are to formulate an inclusive process that engages the school community, incorporating strong student voice, in the selection of a new district mascot and logo.

Outcomes:
- Educate community regarding the mascot change
- Establish criteria for mascot/nickname and logo
- Develop an inclusive process for input and selection of new mascot and logo
- Engage current students, as well as school community (alumni, families, staff) in identifying options and final recommendation to superintendent and Board of Education

Tentative Timelines:

Mascot/Nickname Selection

July/August - Superintendent forms committee

September- Educate community and students on mascot change

August - Committee reviews strategic and equity plans; historical context; work of mascot committee, seeks additional information, develops criteria and inclusive selection process

September – Committee communicates process and seeks input for mascot/nickname

October- Committee narrows options, voting process

November- Mascot/nickname finalized/presentation to Board/ no later than December

Logo Selection

January - Committee communicates process and seeks input for new logo

February - Committee narrows options, voting process

March/April - Logo finalized/presentation to Board/ no later than Spring Break

Next Steps: Discuss impact at K-6 level

Committee Membership:

High School Administrator
Athletic Director
CMS Administrator/AD
OHS Students - 5
CMS Students- 2

OHS Staff - 3
Coaches- 2
Alumni - 3
Community Representative- 1

DRAFT: Use of the Okemos Logo for 2021-22

The 21-22 school year will be a year of transition to our new logo and mascot. As we phase out our mascot and logo, it is imperative that administration is clear regarding the expectations and guidelines for our use of our logo while we transition.

*In general- additional purchases of anything with the "O" with the word "Chiefs" or the "Chiefs" logos are prohibited. The district and support organizations (PTS, boosters) will discontinue ordering, selling and giving away any merchandise with "Chiefs" logo.*The "21-22 Okemos Public Schools Temporary Logo Toolkit" shall be utilized next year for all newly sold or ordered spiritwear, warm up gear, equipment, communications, etc.

School Provided Uniforms and Equipment
Students will still be able to wear district-provided uniforms and equipment that are reused each year may have the "Chiefs" logo until they can be replaced. However, any additional sales of clothing, uniforms, warm up gear, practice gear with the "Chiefs" logo are prohibited. Purchases of items or equipment may not contain the old logo ("Chiefs") and if needed should utilize the new tool kit until a new one is adopted by the district.

Permanent Fixtures
School fields, scoreboards, signage and other more renditions of the "Chiefs" mascot and logo contained on more permanent fixtures will be replaced after the new mascot and logo are determined.

School Store
The school store will not sell any additional items that contain the "Chiefs" name and or logo. The school store may not sell current inventory and may order some items using the temporary toolkit. Grant funds, once obtained, may be used to replace or purchase temporary items until the new mascot and logo are identified. The store cannot give away or donate any items paid for with public monies.

Employees
As the current logo is phased out during the 21-22 school year, employees may wear the retired logo when acting in capacity as an employee of the district. The temporary toolkit may be used for new employee gear until the new mascot or logo are decided.

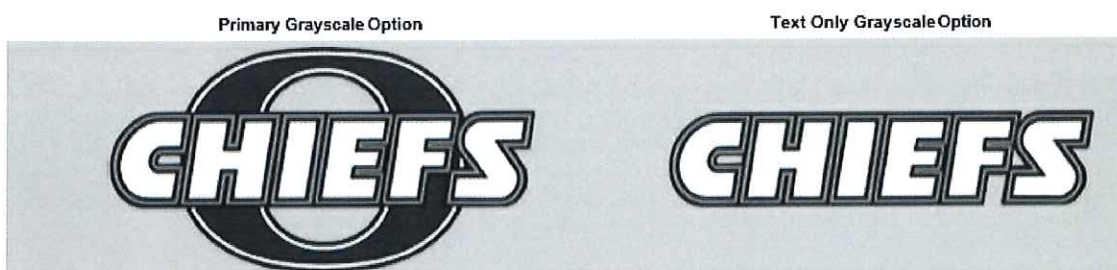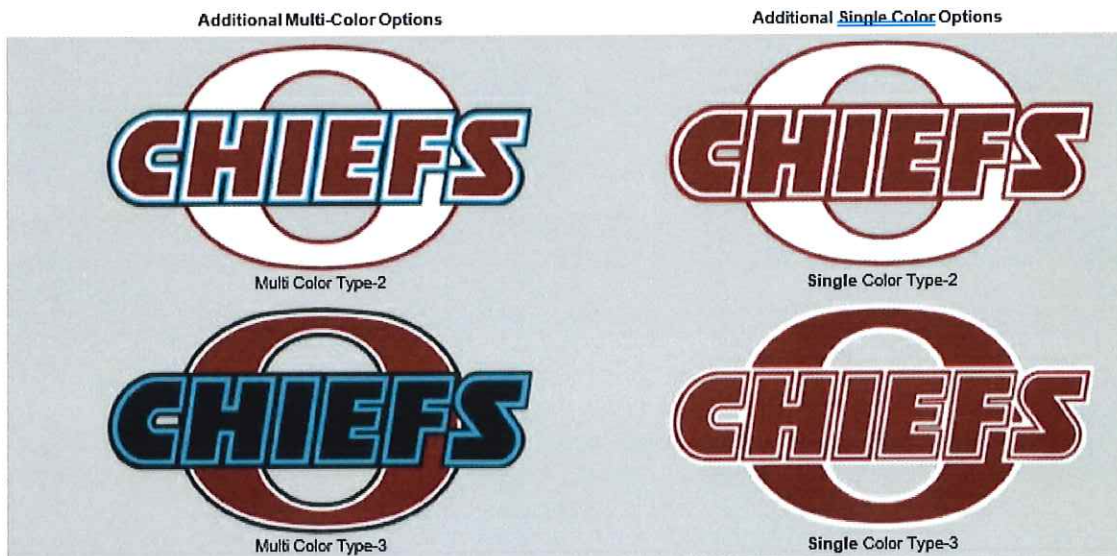## District Websites and Digital Images
The district website and all digital images shall be updated with the temporary logo for the 21-22 school year. This includes but is not limited to: **yearbooks, senior pictures and events, scoreboards, teacher/staff webpages graduation, announcements, class ring, school pictures, cards, banners, etc.** All letterhead or district sponsored or affiliated correspondence, publications, digital or in print, shall use the temporary logo toolkit, including but not limited to: **newsletters, newspaper, letterhead, ID badges, business cards, etc.**

21-22 OKEMOS PUBLIC SCHOOLS
TEMPORARY LOGO TOOLKIT

A graphic identity system helps ensure that all parts of the school are working together to communicate visually the Okemos image as an educational institution dedicated to equity and excellence. When a new graphic representation is required, guidelines provided herein shall dictate display, in all cases. All other past logos and versions of the Chief and the 'O" combinations have been retired and will be phased out and no longer be used by the Fall of 2022.

**Effective immediately, nothing new will be purchased with the retired logos on it.**

RETIRED LOGOS

Multi Color Type-1

One Color Type-1

Additional Multi-Color Options

Additional Single Color Options

Multi Color Type-2

Single Color Type-2

Multi Color Type-3

Single Color Type-3

Text Only Multi-Color Option

Text Only Single Color Option

Primary Grayscale Option

Text Only Grayscale Option

GENERAL GUIDELINES

The images included in the section (below) are examples of the only approved graphics allowed for use. In consideration of different design environments (primarily background colors), multiple versions are provided.

DRAFT- additional to be added. In development.

The examples found within this document are not suitable for reproduction and are provided for illustrative purposes only. For practical use, please find the attached graphic files, available in a variety of formats for various applications. Each one of the examples included are available in the following formats: JPG, PNG, and PDF. If resizing is required, it is important to remember to scale the file both horizontally and vertically to maintain consistency. Both JPG and PNG formats are generally useful for internet and general printing applications. Using a PNG format will allow for a transparent background, while JPG will display with a white background. PDF files are provided for use in environments that require scalable, vector formats like screen printing (t-shirts and banners). The files provided maintain the naming structure that is consistent with what is used within this document, for clarity.

ADDITIONAL TEXT

If an additional tag is needed (such as "COACH", "SOCCER", etc.), such text may be added below the approved logo.

The official font to be used in such cases is "Rockwell", in bold format. This is <u>not to be confused</u> with the "Rockwell Bold" font.

Text should only appear in black or white, depending upon the design environment. No other colors shall be used. Text CANNOT include the words "Chiefs" or "Chieftains."

Text should be centered on the logo. Text should always appear below the logo.

A size ratio between the logo and the additional text element should follow the general guideline provided in the example (right). To maintain balance, each letter is separated by a space.

For example: S O C C E R, rather than SOCCER.

OFFICIAL LOGO OPTIONS

Every effort has been made to accommodate the design needs demanded by different styles and backgrounds. There are options provided for both the maroon and white 'O'. Further, one color options are also available, again for both light and dark backgrounds. Examples are all shown with a neutral gray background. *Please note that the gray background displayed below is only used to provide a neutral contrast for the artwork. Gray is not a required color.*

COLORS

The official primary colors are Maroon & White, with a Light Blue (Carolina Blue) as an accent.

The chart (right) indicates the actual color values for use. The values to specific pallets have been provided. These are the colors used within the logo artwork, and are the only colors that should be utilized concerning additional design.

MAROON

VALUES	
Hex triplet	6f0000
RGB	111, 0, 0
CMYK	0, 100, 100, 56
Web Safe	#660000

VALUES	
Hex triplet	ffffff
RGB	255, 255, 255
CMYK	0, 0, 0, 0
Web Safe	#ffffff

WHITE

VALUES	
Hex triplet	56a0d3
RGB	86, 160, 211
CMYK	59, 24, 0, 17
Web Safe	#6699cc

LIGHT BLUE
(Carolina Blue)