

# Spartanburg District Five School Mascot/Logo Selection Process

January 22, 2024





# HISTORY

- **November 2021: Bond referendum passed**
- **December 2021 - June 2022: Construction begins on Abner Creek Middle, Tyger River Elementary, Berry Shoals, and Beech Springs**
- **March 2023: Mascot / Logo discussion begins**

# THE PROCESS

## Four Schools

- Abner Creek Middle School
- Tyger River Elementary School
- Beech Springs Middle School
- Berry Shoals Elementary School

## What We Needed

### **Mascot, Logo, and Branding**

- Abner Creek, Tyger River and Beech Springs

### **Logo and Rebranding**

- Berry Shoals



# THE PROCESS

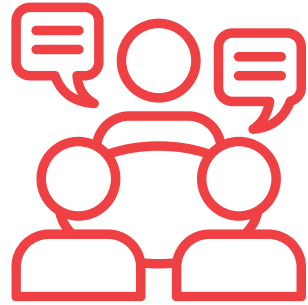
## How We Accomplished It

- **Researched graphic design firms with experience in K-12 schools**
- **Solicited quotes from several recommended firms**
- **Enlisted the help of CESO Communications**



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# TIMELINE



**Meeting with Principals**  
August 2023



**Focus Groups**  
September 2023



**Surveys**  
October 2023



**Mascot Selection**  
Early November 2023



**Design Work**  
Nov/ December 2023



**Approval**  
December  
2023/January 2024

# THE RESULTS

## Abner Creek Middle School

- Wolves

## Tyger River Elementary School

- Terriers

## Beech Springs Middle School

- Panthers

## Berry Shoals Elementary School

- Bees





**ABNER CREEK**

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MIDDLE SCHOOL



**TYGER RIVER**

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**ELEMENTARY SCHOOL**





**BEECH SPRINGS**

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MIDDLE SCHOOL



# **BERRY SHOALS**

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## **ELEMENTARY SCHOOL**



**Questions?**