

Prospect Sierra Logo Design Idea Submission Form



Using the space above, sketch your idea for a new logo for Prospect Sierra. Feel free to describe or elaborate upon your idea on the back of this sheet. You may submit as many sheets as you'd like. Please turn them in to either the Tapscott or Avis office by March 4. Thank you for your ideas!

- The logo will be used on stationery, business cards, website, newsletters, and other publications. It will also be used for advertising, t-shirts, admissions materials and mailings. An “informal” logo for team uniforms and student-run programs, featuring a panther, will come later.
- The colors teal and black are desired for continuity, but open for change.
- The final logo should be elegant, classic, timeless, and simple.
- The logo should reflect the fact that we are a K–8 school where there is “academic integrity.”
- The logo needs to represent the values of the school, including a strong sense of community, creativity, and compassion. Also, if possible, reflect the ideas of joyous discovery, interconnectedness, global perspectives, inquiry and investigation, service, and “inspiring students to take action.”
- Other ideas: “we teach students to look beyond, below, above, and around;” “we provide a balanced combination of academics, creativity, and joy;” “we provide excellent academics in a down-to-earth environment.”
- The tagline, “Heart, Mind, and Community” will be important but will be separate from the logo. This tagline will be added to the logo for use in appropriate situations.