

TO: Milan Area School's Board of Education
FROM: Logo / Mascot Committee
RE: Logo Recommendation
DATE: January 9, 2013

Dear Milan Board of Education,

The members of the Logo / Mascot Committee make the following recommendations regarding the new logo for Milan Area Schools.

- The committee has determined, based on survey responses and extensive conversation, that the Hawk is our recommendation for the new logo. The committee feels that this image aligns with the goals and priorities of the district in the following ways:
 - Depicts Pride, Strength, Dedication, and Faithful
 - Allows for Multiple Applications of the Logo (athletics, business, academic, clubs, etc.)
 - Is a Timeless Image (not trendy)
 - Hawks are Indigenous to the Area
 - Hawks have a Strong "Sense of Vision"
- In agreement with your resolution, the district will continue to be known as the Milan "Big Reds". The committee strongly recommends that the word "hawks" will not be used in the logo or naming process. The hawk is simply an image, not a name. The colors for the district will remain Red and Black.
- The committee reserves the right to bring multiple versions of a logo that will integrate any or all of the following three elements: a hawk image, "Big Reds", and/or an "M".
- The committee plans to solicit drawings for the logo concept through a public submission process. The committee then plans to take the final image(s) to a professional graphic artist in order to render the final drawings.
- When the committee submits the final drawings to the Board for their approval, we will also be submitting some basic recommended guidelines for the use of the logo(s).
- Based upon the length of the Board's approval process for this concept, the committee anticipates bringing the final renderings to the Board in March or April.

Respectfully Submitted by the Logo / Mascot Committee

Committee Members

Chris Anderson
Shelly Brierley
Lauren Cook
Sean Desarbo
Harry Ervin
Bryan Girbach
Scott Goodwin
Carter Hayes

Dave Kaiser
Andrew Kanitz
Betsy Kanitz
Peter Kudlak
Emily Leach
Ryan McMahon
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Tammy Reich
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Karen Sterzick
Henry Thiry
Josh Tropea