

The video produced by Hamilton Community Schools captures the inspiring story of the district's Hawkeye logo—a symbol born out of necessity but transformed into a lasting legacy. Through a compelling blend of archival footage, firsthand interviews, and stunning visuals, this piece showcases how a community turned an unexpected challenge into an opportunity for creativity, unity, and school pride.

Purpose and Usage The purpose of this video was to celebrate and document the 25th anniversary of the Hamilton Hawkeye logo, shedding light on its origins and the impact it has had on the district. Released as part of the district's ongoing storytelling initiative, it was featured across Hamilton Community Schools' website, social media channels, and at school events. Additionally, the video serves as a key historical piece, preserving the legacy of student-driven innovation for generations to come.

Target Audience This video was designed for a broad audience, including current students, alumni, staff, and the greater Hamilton community. It resonates particularly with those who have worn the Hawkeye with pride—on uniforms, banners, and school gear—helping them connect with the rich history behind the symbol they cherish. The video also serves as an inspiration for students, reinforcing the message that their creativity and contributions can leave a lasting mark on their school and community.

Supporting Effective Communication The video excels in storytelling, bringing the past to life while tying it to the present. By featuring original interviews with key figures like former Athletic Director Doug Braschler and logo designer Bob Ward, it provides an authentic and engaging narrative. Visual elements—including historical photos, contest entries, and footage of the logo's unveiling—enhance the storytelling, making it more immersive. The blend of personal anecdotes and community-wide impact reinforces Hamilton's core values of resilience, collaboration, and pride.

Outcomes Achieved The response to the video has been overwhelmingly positive. It has sparked nostalgia among alumni, strengthened school spirit among current students, and deepened community pride in Hamilton's unique identity. Engagement on social media soared, with hundreds of shares, comments, and personal stories flooding the district's pages. The video has also been used in educational settings to teach students about the power of storytelling, branding, and legacy. Most importantly, it has solidified the Hawkeye logo not just as a design, but as a symbol of Hamilton's enduring spirit. The video was a huge hit.

across town and people are still talking about it months later!