

Branding for the school (which includes Clovis South High School and Phillip Sanchez Intermediate School) used six months of research into the community's agriculture history, and input from future school leaders students, staff and families. The result of this collaborative process was the selection of the Longhorn mascot and colors of burnt orange, blue, gray and white. The campus opens in August 2025 and contains our sixth high school and intermediate school as well as serve as the flagship for a feeder system of approximately six elementary schools. Initial goals for the project included creating a brand logo unique in color and design, tied into the area's local history, complemented the other animal mascots used in the district, and provided multiple options for creative brand uses. It was also important to differentiate the brand from others and ensure we stayed away from any potential intellectual property claims. That lead to two primary design goals 1) create a front-facing bull logo that emphasizes strength in its horns and 2) create original art that is different than all other Longhorn schools. Two photos of Longhorns influenced the logo's profile and shape. One inspired the "chiseled" face the second the length and angle of the horns. Six initial designs were created with the final design selected because it met all design goals. The symmetry and balance are visually appealing and symbolic to the unity of two schools located on one site ? a key part of the vision for this new school. The flexibility and practicality of the design holding its unique aspects as a single-color print were also a plus. The brand has been unanimously and enthusiastically received including a social media launch that topped the district's engagement numbers for the month with 554 likes on Instagram and 129 reactions on Facebook.