

Fox Hollow Elementary School opened in 2006 in Lehi Utah. The school nickname is the Flyers. Its motto, "Soaring to New Heights," reflects its growing community and the surrounding tech business environment. Principal Erin Gates requested new branding assets. We started in August and delivered the brand kit in October. Together, we followed these steps: 1. Brand Values Exploration 2. Colors Exploration 3. Design Initial Concepts 4. Font Selection and Word Mark Creation 5. Logo Refinement 6. Final Approval and Brand Kit Delivery

The initial values exploration helped us understand the community, its history, and its aspirations. It gave us insight to guide the client to make clear decisions about designs. Here are a few highlights.

School Values Fox Hollow is guided by five values: Respectful, Inclusive, Determined, Exemplary, Responsible, which spell out RIDER, the name of its Fox mascot who is a pilot. Flyers represent students who are disciplined and determined. They are daring, risk-taking, ambitious, goal oriented, and precise. They achieve hard things.

Color The colors align to the values and a motif is inspired by American war advertising of the early 20th-century. They evoke freedom, cooperation, aspiration, and victory. The primary color is called Rider Red.

Plane The bi-plane represents flight. It harkens to the early days of airplanes when flyers relied on daring. The plane's angles and colors are precise and traditional. They show both advancement and simplicity. Its dual wings represent the lift that teamwork provides students as they learn how to collaborate.

Logo The logo is a composition of a bi-plane and a roundel. Roundels are circular marks placed on the wings of early planes as a way to identify and designate them. The Fox Hollow roundel is a feature of distinction.