



## *Great Lakes Secondary School*

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# News Release

### Great Lakes Secondary School Unveils Logo

Great Lakes Secondary School unveiled its long-awaited logo for staff and students the afternoon of Friday, May 26. Incorporating the school's mascot, the wolfpack, the logo includes a howling wolf with a full moon in the background, waves in the foreground, all above the school name, mascot name, and a paw in the centre of the mascot name.

The Identity Committee, chaired by GLSS teachers April Brander and Paul Frayne, oversaw the logo design. The committee received suggested images from staff, students, parents, and community members. Selected images were used to create an original work by a volunteer graphic design artist. Several logo variations were reviewed by committee members. The last step was for a graphic design company to finalize the logo, break the logo out into its individual components, and create a visual identity guideline.

The wolfpack was chosen as the mascot not only for the strength and tenacity of the wolf itself, but also for the humility and inclusivity it brings to the pack. "The idea of Great Lakes students being a part of something bigger than themselves, understanding their connectedness to their school, was an ideal the Identity Committee hoped to embody with this choice," stated Brander. "Having the logo in place is the next step in giving the students a collective identity to embrace."

The logo will provide branding for the school and will be used on athletics uniforms, spirit wear, stationary, the website, social media, student cards, etc. In its first year of operation, GLSS has been using athletics uniforms from its two predecessor schools, Sarnia Collegiate Institute and Technical School and St. Clair Secondary School. "The purple and white Colts and blue and white Blue Bombers will now be replaced with the blue, silver, and black Wolfpack. With the logo, we can now move forward with purchasing new uniforms," Frayne says. Athletics uniforms for the fall, winter, and spring seasons are expected to arrive at the school in late August in time for the 2017-18 school year.

Principal Paul Wiersma says that initial reaction from staff and students has been very positive. "Having a visual identity is another step in building a strong school that will serve the needs of our students, staff, parents, and community for years to come."

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