

Mascot & Color Transition Team

Presentation to the Board of Trustees



2025-2026

Tonight, we will:

- **Summarize** the range of mascot and color preferences gathered through district feedback forms, student input meetings
- **Communicate** the values and priorities expressed by students, parents, and staff
- **Elaborate** on the practical and other considerations related to implementation, cost, branding, and identity

The team's work supports the Board as they consider the visual and cultural identity of the East attendance zone.



Team Members



Jason Bird
Director of Bands
and Musical Arts



Rick Herrin
Chief Communications
Officer



Hillary Laird
Assistant Principal
Hilltop Elementary

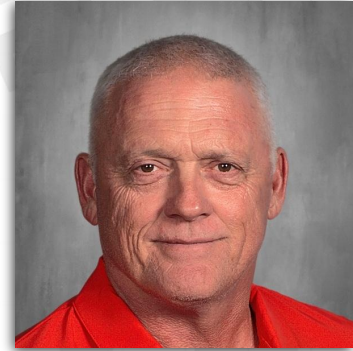
Team Members



Dona Lumsden
Principal
Argyle Middle School



Shannon Knowles
Principal
Argyle High School



Todd Rodgers
Athletic Director



2025-2026

Team Members



Heather Sayre
Teacher
Jane Ruestmann
Elementary



Chance Westmoreland
Assistant
Athletic Director



Holly Williams
Principal
Hilltop Elementary

Timeline

Key dates:

- ✓ Community Feedback Form (Sept 24 - Oct 3)
- ✓ Meeting 1, Oct 22: Discuss Feedback Form Results
- ✓ Student Input Meetings
- ✓ Meeting 2, Nov 5: Outline Presentation
- ✓ Presentation Design
- ➡ **Nov. 17: Board Meeting**



Mascot & Color Transition Team Role

The team's role was **not to select a mascot or color scheme**,
but to **review stakeholder input, summarize data, consider ramifications,**
and **present our findings** to the Board of Trustees



Four Options

1. Remain Eagles, retain current color scheme
2. Remain Eagles, change accent color
3. Change the mascot, but retain current colors
4. Change the mascot and colors



Four Options - **Two Choices**

Continuity or Change!



Community & Student Feedback

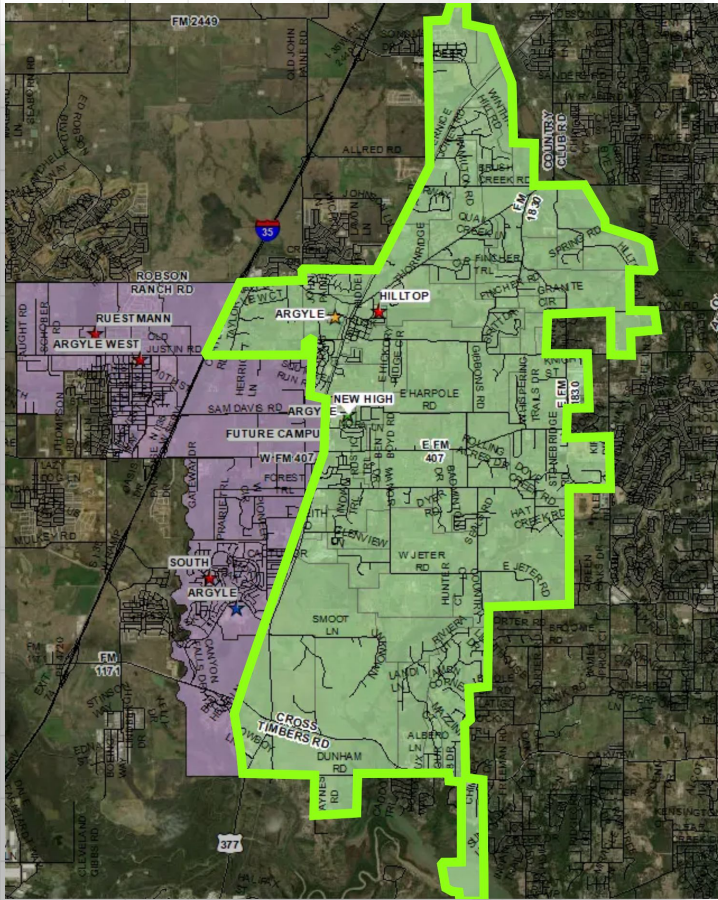


2025-2026

Feedback Form Context

- Not a scientific survey, but an opportunity for community input
- Designed to encourage expression, not shape sentiment
- Required some sorting to provide usable information





Community Feedback

We sought input from 1,100 East Zone stakeholders (representing student, parent, and staff email contacts) from the campuses that feed into the high school on 377.



2024-2025



ARGYLE ISD

New High School Mascot & Colors Nomination Form

Argyle ISD is growing, and we are excited to begin the process of selecting the mascot and school colors for High School #2, located on Highway 377 in Argyle, TX! Your input will help inspire the identity and spirit of our newest high school. This is a special opportunity for our students, parents, staff, and community members in the [High School #2 attendance \(East\) zone](#) to leave a lasting mark on the future of our district.

Requirements

We want your voice to be part of this decision! Please share your nominations for a mascot and school colors by following the guidelines below:

- **Mascot:** Must be a Bird of Prey
- **School Colors:** Must include **Argyle Red** as the base color, with the option to suggest complementary colors.

Please submit your nominations below. Nominations will be presented to the District's Student Experience and Community Transition Team for consideration. The Transition Team will present a recommendation to the Board of Trustees at a regularly scheduled meeting.

Parameters & Notices

Mascot: Must be a Bird of Prey

School Colors: Must include Argyle Red as the base color, with the option to suggest complementary colors.

“For reference, Argyle High School's (High School #1) mascot is the Eagle (Bird of Prey) and colors are Red, Black, & White.”

“Please Note: The **responsibility** for the **final decision** regarding the mascot and colors for High School #2 **rests with the Board of Trustees.**”



2024-2025



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Parameters & Notices

Questions

What is your Connection to Argyle ISD?

What Mascot do you Nominate?: Must be
a Bird of Prey

What Color do you Nominate? Must
include *Argyle Red*

An open ended question...



2024-2025

Notes on Grouping



Notes on Grouping

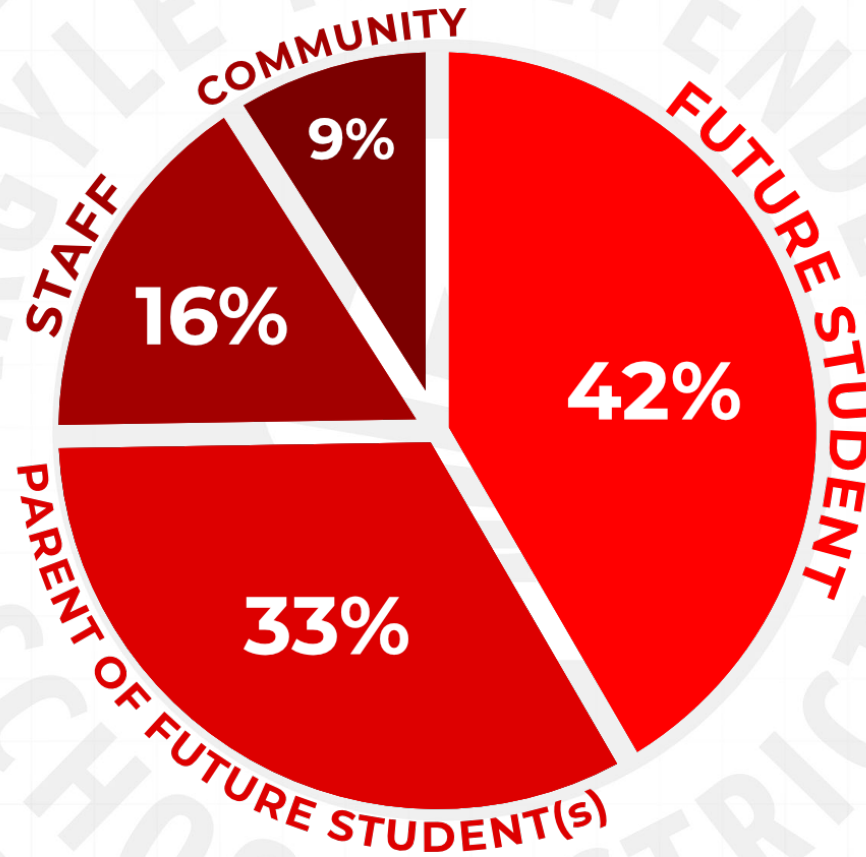
“Hawks”



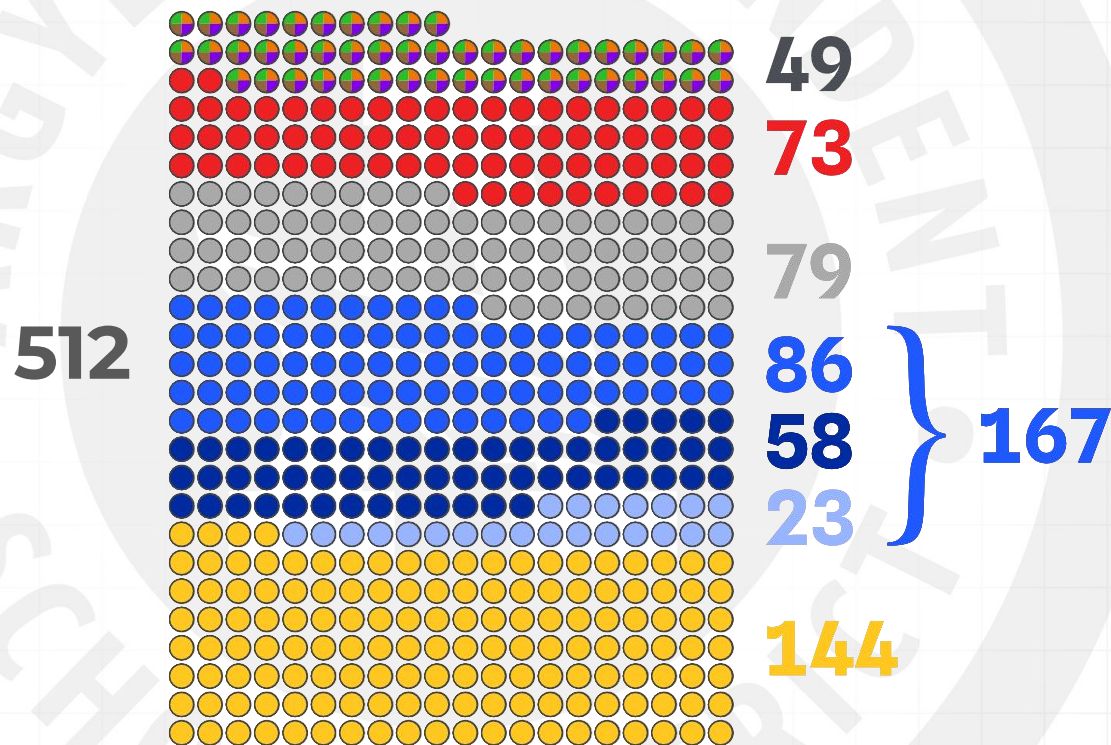
Hawks
Hawk
Redhawks
Red Hawks
Warhawks
War Hawks
Legacy Hawks
Heritage Hawks
Hilltop Hawks
Hawks or RedHawks
Typos of “Hawk”



512 Responses



Results - Accent Colors



Results - Mascots

	Mascot	Responses	% of Total
1	Hawks	172	33%
2	Falcons	110	21%
3	Eagles	101	20%
4	Raptors	16	3%
5	Owls	15	3%
6	Phoenix	10	2%
—	(All others)	88	18%
		512	100%



Final Question of the Form

“[Briefly explain] why you chose this mascot and color combination. What does it mean to you and the future of the new high school in Argyle ISD?”



Commonly used terms

strength (70), **community** (60), **unity** (54), **legacy** (36),
pride (30), **tradition** (26), **excellence** (21), **heritage** (16),
honor (12), and **growth** (11)

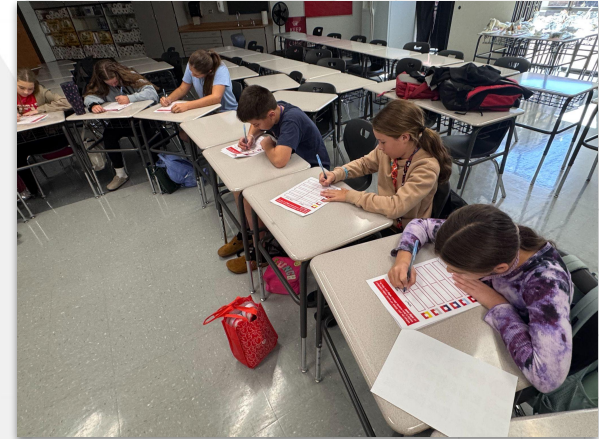


Committee Meeting #1

- The Committee evaluated the Feedback form results
- Considered responses through multiple lenses
- Felt that further feedback was warranted



Student Engagement



Small-Group Discussions with East Zone **5-8th** Graders

@ **HES, ASE, SGC & AMS**



2025-2026

A	B	C	D	E	F	G	H	I	J
Picked By:	Enter Student Names	3rd teacher						Student email	Attended Meeting
Open			M			8	Honors, Athletics		<input checked="" type="checkbox"/>
Athletics				F		8	Honors, Cheer		<input checked="" type="checkbox"/>
Open				F		8	Honors, Health Science		<input checked="" type="checkbox"/>
Girls Athletics				F		8	Honors, Athletics		<input checked="" type="checkbox"/>
NJHS				F		8	Honors, Health Science, Band		<input checked="" type="checkbox"/>
Open			M			8	Athletics		<input checked="" type="checkbox"/>
NJHS				F		8	Honors, Health Science, Engineering		<input checked="" type="checkbox"/>
Athletics			M			8	Athletics, Honors, Digital Art		<input checked="" type="checkbox"/>
Athletics			M		7		Athletics, Honors		<input checked="" type="checkbox"/>
Cheer				F	7		Athletics, Honors		<input checked="" type="checkbox"/>
Boys Athletics			M		7		Athletics, Honors		<input checked="" type="checkbox"/>
Boys Athletics			M		7		Athletics		<input checked="" type="checkbox"/>
Choir				F	7		Tennis, Engineering, Choir		<input checked="" type="checkbox"/>
Open				F	7		Athletics, Cheer		<input checked="" type="checkbox"/>
Band			M		7		Honors, Band, Athletics		<input checked="" type="checkbox"/>
Theater				F	7		Drill Team, Theater		<input checked="" type="checkbox"/>
Theater			M		7		Honors, Band, Theater		<input checked="" type="checkbox"/>



Worksheet to Prompt Discussion

School Spirit WORKSHOP

Where do you fit on the
School Spirit Scale?



Legacy
Tradition
Heritage
Classic
Roots

Identity
Freshness
Change
Evolution
Independence

School Spirit WORKSHOP

What do **YOU** think?

MASCOT MATCHUP!

Rank these choices, 1-3



Falcons



Eagles



Hawks

What's most important to **YOU**? Circle 3 that show how you feel about our school's mascot and colors.

Cool Look

It should look awesome on uniforms and gear.

Strong & Brave

It should feel tough, confident, and bold.

Something New

A fresh mascot or updated look would be exciting.

School Pride

It should make everyone proud to be from Argyle.

Stand Out

Our school should have its own unique style.

Stay True

Keep the Argyle spirit and what makes us Eagles.

Team Spirit

Something we can get hyped about and cheer for.

Argyle Vibes

It should still feel like us.



What do you think of each color combo? Write a few words about **why** you like it... or **why not**!

Why?

Why not?















2025-2026

School Spirit WORKSHOP

What do YOU think?

MASCOT MATCHUP!

Rank these choices, 1-3

1	2	3
Falcons	Eagles	Hawks

Rank these choices, 1-3

3	1	2
Falcons	Eagles	Hawks

2	3	1
Falcons	Eagles	Hawks

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Argyle Vibes

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What do you think of each color combo? Write a few words about why you like it... or why not!

Why?	Why not?
It gives winners vibes	They don't mix
They look good and remind me of the current	The gray and red are opposites like Ryan
They look good with those colors	Looks like Denton Ryan Leo
They look clean with those colors	They don't look well together
They mix well and look good with dressers tops	

School Spirit WORKSHOP

Where do you fit on the School Spirit Scale?



Legacy
Tradition
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Classic
Roots

Identify
Freshness
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2025-2026

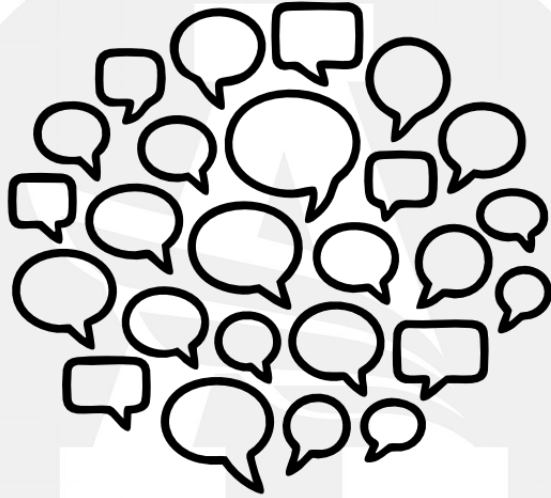
ARGYLE INDEPENDENT SCHOOL DISTRICT

SUPERINTENDENT'S TEACHER ADVISORY COUNCIL

SUPERINTENDENT'S STUDENT ADVISORY COUNCIL



The Committee Evaluated All Feedback



**MANY PERSPECTIVES
SHARED VISION**



2025-2026

Considerations

Taking the information from all feedback + committee expertise,
we present the following considerations



Practical Considerations

Uniform Vendor Input

- Stock Colors vs Custom Colors
- Gold is more challenging to match
- Silver/Gray is close to current colors
- Blues are easier to match





Practical Considerations

Some Area Districts to Consider

Falcons ---> Lake Dallas (Green & White)

Hawks ---> Birdville (Green & Gold)

Hawks ---> Hebron (Royal Blue & Black)

Eagles ---> Decatur (Royal Blue & White)

Raiders ---> Denton Ryan (Navy Blue & Red)

Bobcats ---> Byron Nelson (Royal Blue, Black, & White)

Marauders ---> Marcus (Red & Silver)

Jaguars ---> Flower Mound (Navy Blue & Silver)

Wildcats ---> Guyer (Black, Silver, & Royal Blue)



2025-2026

Committee Perspectives





Identity & Values

Reflecting on Argyle ISD culture and history.

How to weigh preserving Argyle's shared traditions against giving the new school its own identity.

Can it coexist with Argyle High without creating confusion or competition?



On the Horizon...

FUTURE SITE

**ARGYLE ISD
SCHOOLS**

Final Thoughts...

- Will this name, symbol, and color scheme still feel appropriate as the district continues to grow?
- How does a mascot and color choice reflect the interests of future student cohorts while honoring the Argyle ISD legacy?



ARGYLE ISD



OUR CORE VALUES

#TogetherWeSoar

TRUST RESPECT INTEGRITY
RESPECT INTEGRITY TRUST
FAITH WELLNESS KINDNESS
WELLNESS KINDNESS FAITH
PRIDE TRADITION EXCELLENCE
TRADITION EXCELLENCE PRIDE
COMMUNITY RELATIONSHIPS
RELATIONSHIPS ENGAGEMENT

ARGYLE ISD



OUR VISION

#TogetherWeSoar

TO INSPIRE STUDENTS
TO REACH THEIR
FULL POTENTIAL
AS LEADERS,
PREPARED TO MEET
FUTURE CHALLENGES

ARGYLE ISD



OUR MISSION

#TogetherWeSoar

ARGYLE ISD,
A DISTRICT **BUILT** ON
TRADITION AND **VALUES,**
IS **COMMITTED** TO PROVIDING
AN **EXCEPTIONAL**
EDUCATIONAL EXPERIENCE
FOR **EACH STUDENT** THROUGH
MEANINGFUL OPPORTUNITIES
IN A **SAFE** AND **CARING**
ENVIRONMENT

Above all, our
Mission, Vision,
and **Core Values**
will **remain at**
the heart of
every decision
we make.



2024-2025