

# THE NEW DENTON HIGH SCHOOL

BRANDING AND INTERIORS PRESENTATION

APRIL 23, 2019







## FINISHES

- DESIGN GOALS
- EXTERIOR DESIGN
- INTERIOR DESIGN

## VLK | PIXEL

- OBJECTIVES
- PLANNING PHASE
- DISCOVERY PHASE
- TESTIMONIALS
- IMPLEMENTATION PHASE





- DURABLE MATERIALS
- LOW MAINTENANCE / MAINTENANCE FREE
- TIMELESS DESIGN; CANVAS FOR SCHOOL PERSONALIZATION
- SOPHISTICATED & STRATEGIC USE OF SCHOOL COLORS
- HIGHER EDUCATION DESIGN AESTHETIC





BRICK



GLASS



CAST STONE



# NEW DENTON HIGH SCHOOL

FRONT ENTRY // RENDERING

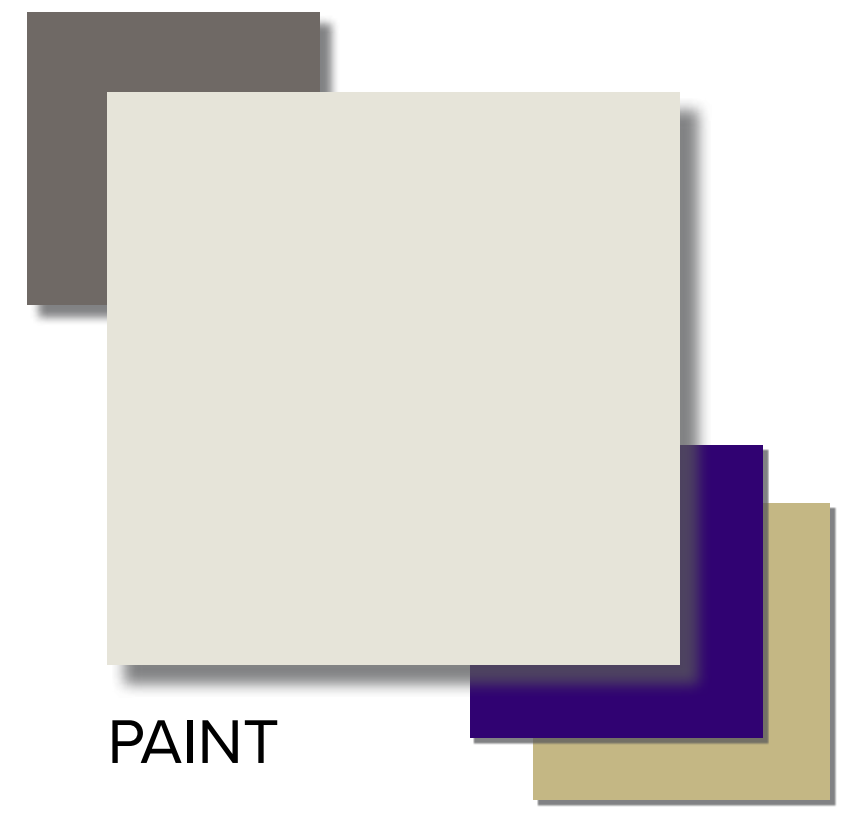
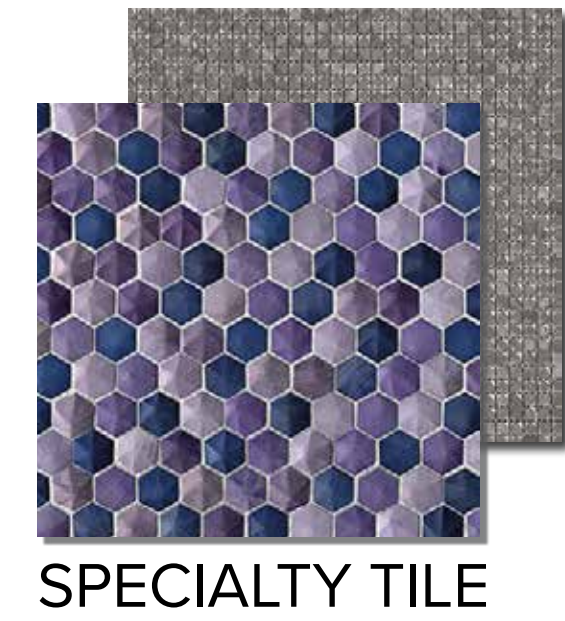
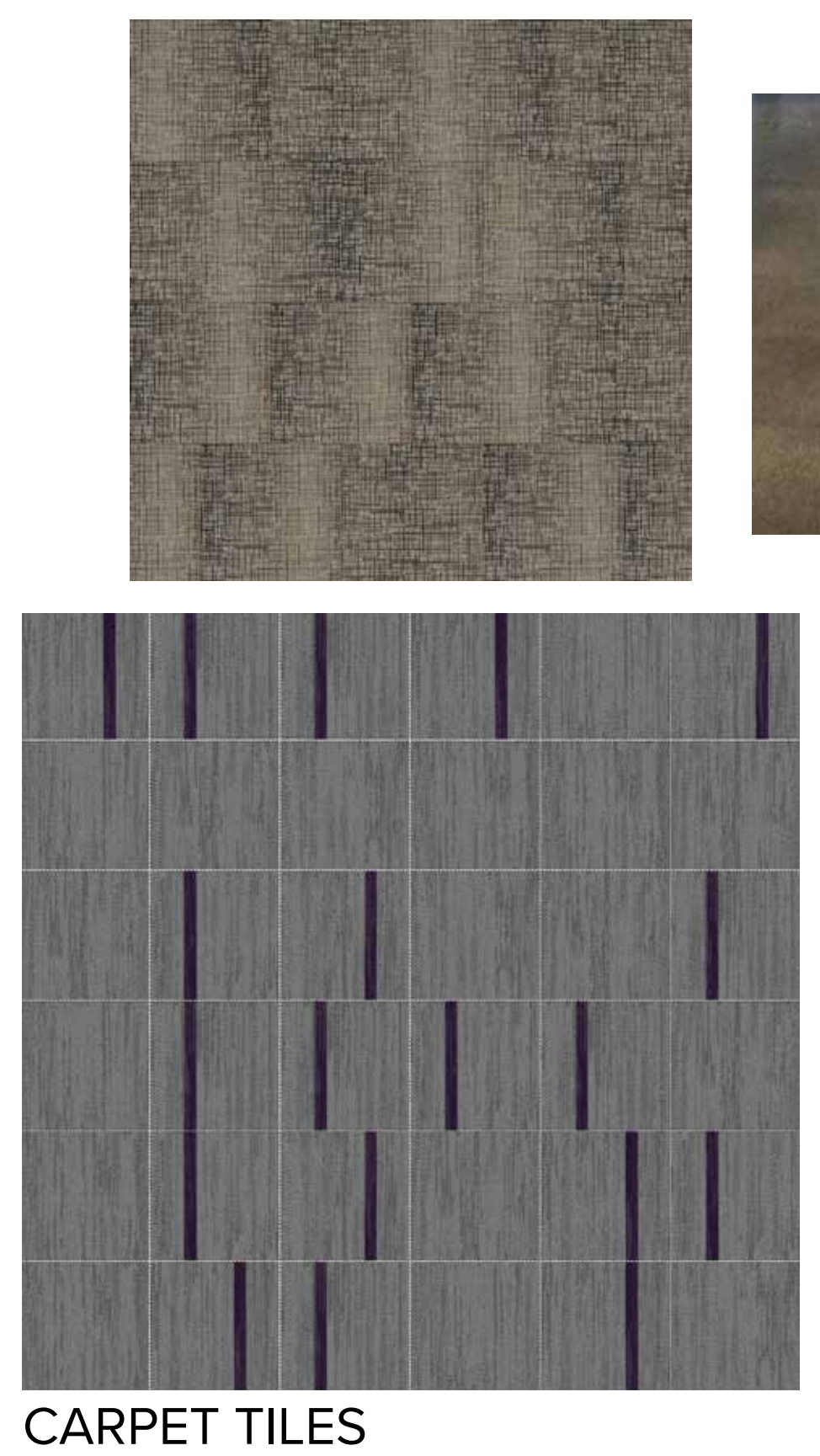
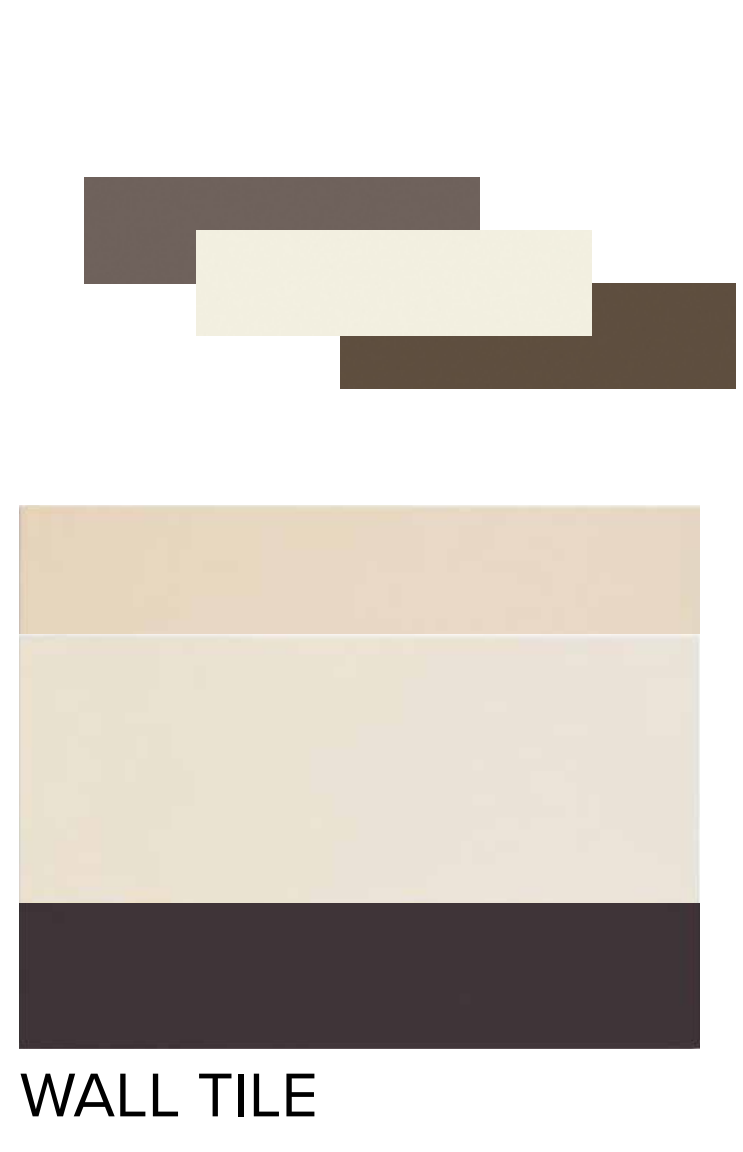




# INTERIOR DESIGN



































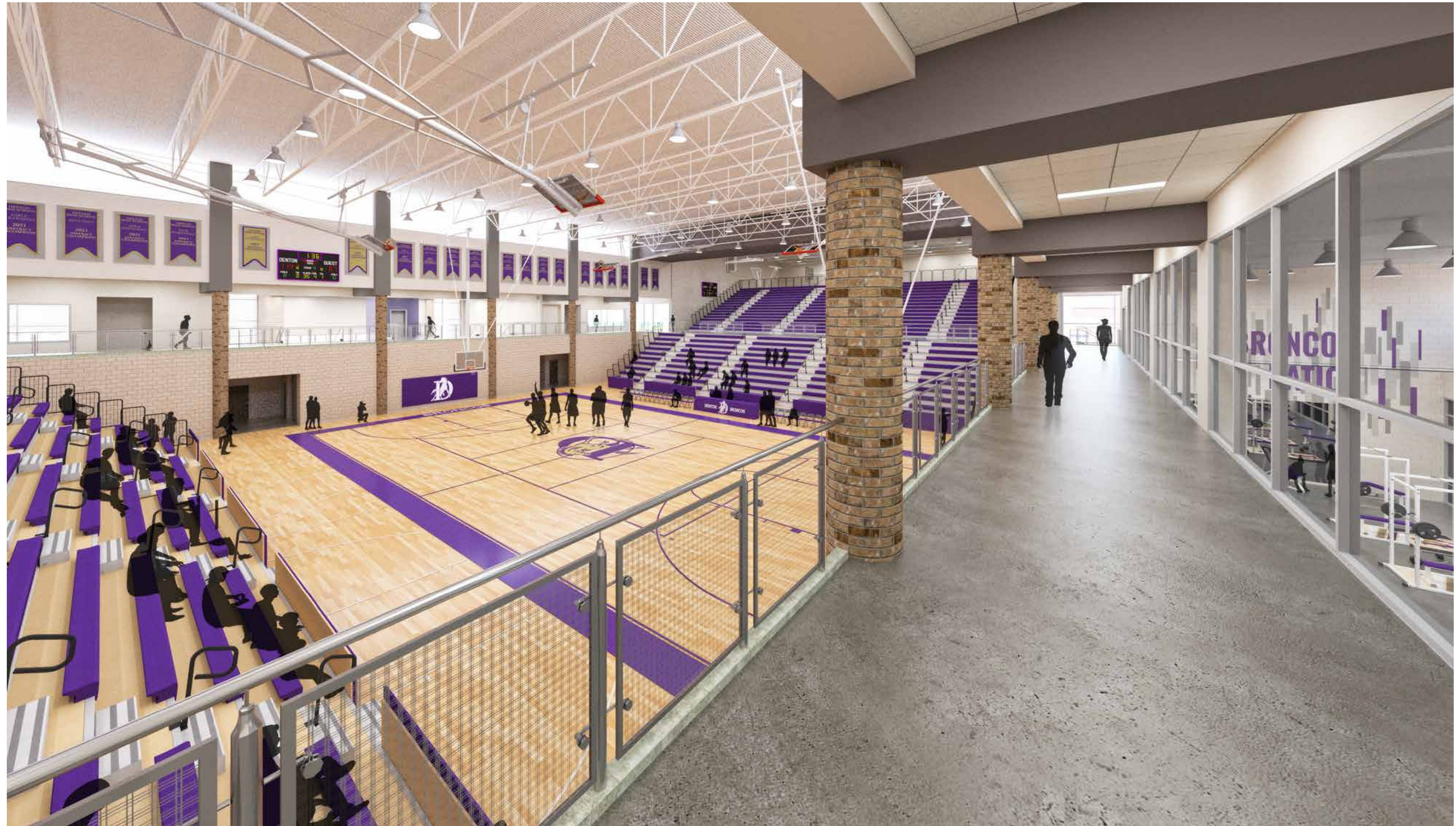














# VLKI PIXEL

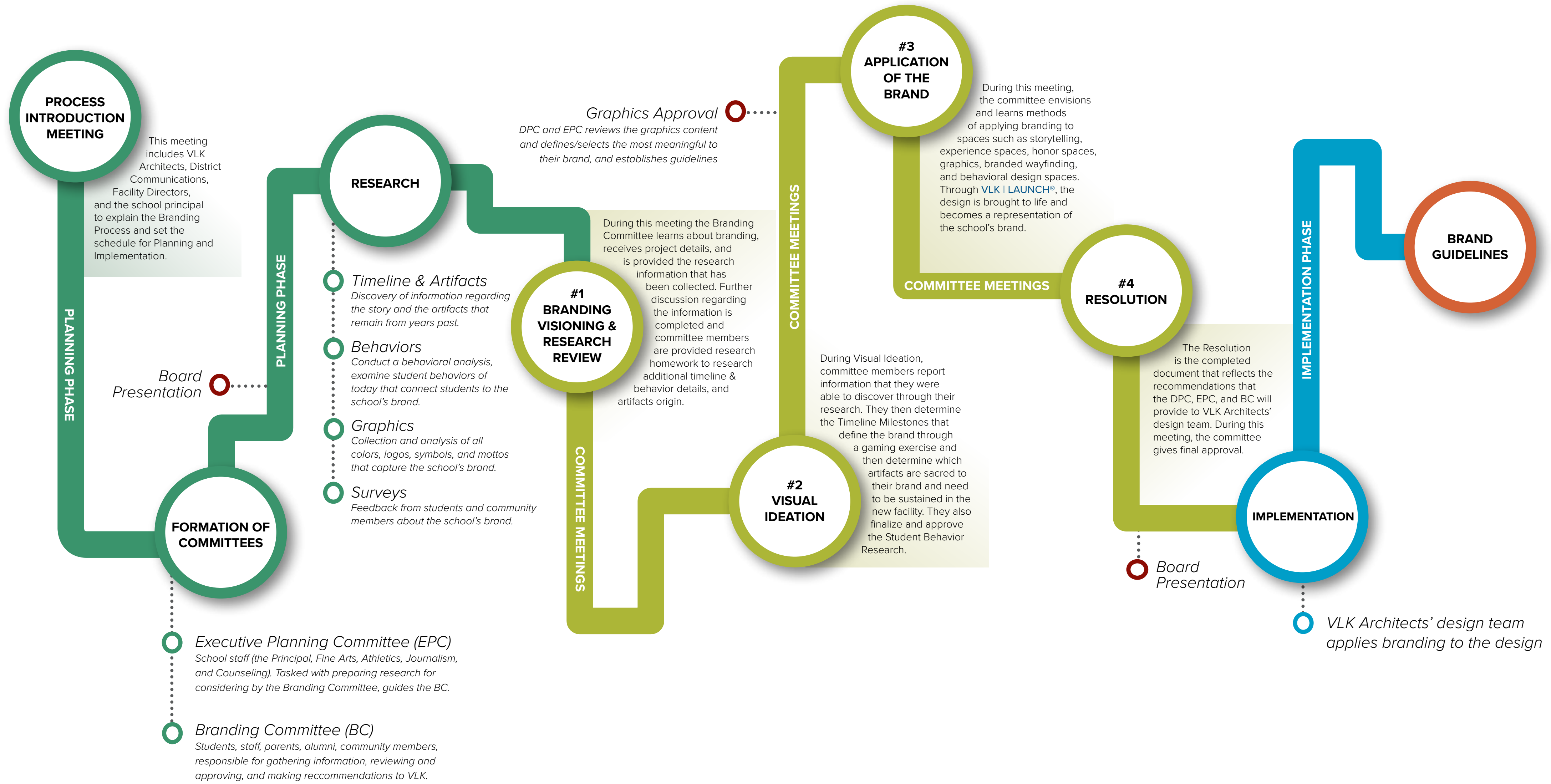






**BRANDING = YOUR CULTURE**  
Honor the Past  
Celebrate Today  
Propel Students into Future







# PLANNING PHASE

**NEW DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
DESIGN CHARRETTE - AUGUST 16, 2018

TEAM NAME:  
*The Bronco  
Nation*

CLASSROOM POD VOTE:



SITE VOTE:



CLASSROOM POD



SITE



NOTES:

*SSIL*

*Classroom Pod*

*Notes for Classroom Pod:*

- 1. Open space for study*
- 2. Flexible seating*
- 3. Collaborative workspaces*
- 4. Access to technology*
- 5. Natural light*
- 6. Acoustic treatment*
- 7. Storage for materials*
- 8. Easy maintenance*

*Notes for Site:*

- 1. Athletic fields*
- 2. Main access*
- 3. Westgate Drive*
- 4. Kings Ridge Drive*



# DHS EXECUTIVE PLANNING COMMITTEE

Kathleen Ashton

Brian Wilson

Joel Hays

Robert West

Kerri Burgess

Julia Zwhar

Harold Jackson

Scott Nedrow

Daniel Lopez





## DHS BRANDING COMMITTEE

Cristina Galindo

Megan Gabriel

John Corsi

Matthew Johnson

Carl Herrmann

Charles Brown

Scott Nedrow

Karen Goff

Elijah Thibodeaux

Merrick Seeley

Margaret Nicholson

Indie Rosin

Brian Wilson

Joel Hays

Clay Riggs

Caryn Riggs

Emilio Gonzalez

Melinda King

James King

Lily Mansour

Rebecka Frey

Christina Baker

Jackson Fite

Jean Sanchez

Leslye Rosin

Kathleen Ashton

Kerri Burgess

Amy Romero

Kevin Bell

Chris Garcia

Macy Garcia

Susan Davis

Julia Zwahr

Daniel Lopez

Yvette Han

Joseph Fritz

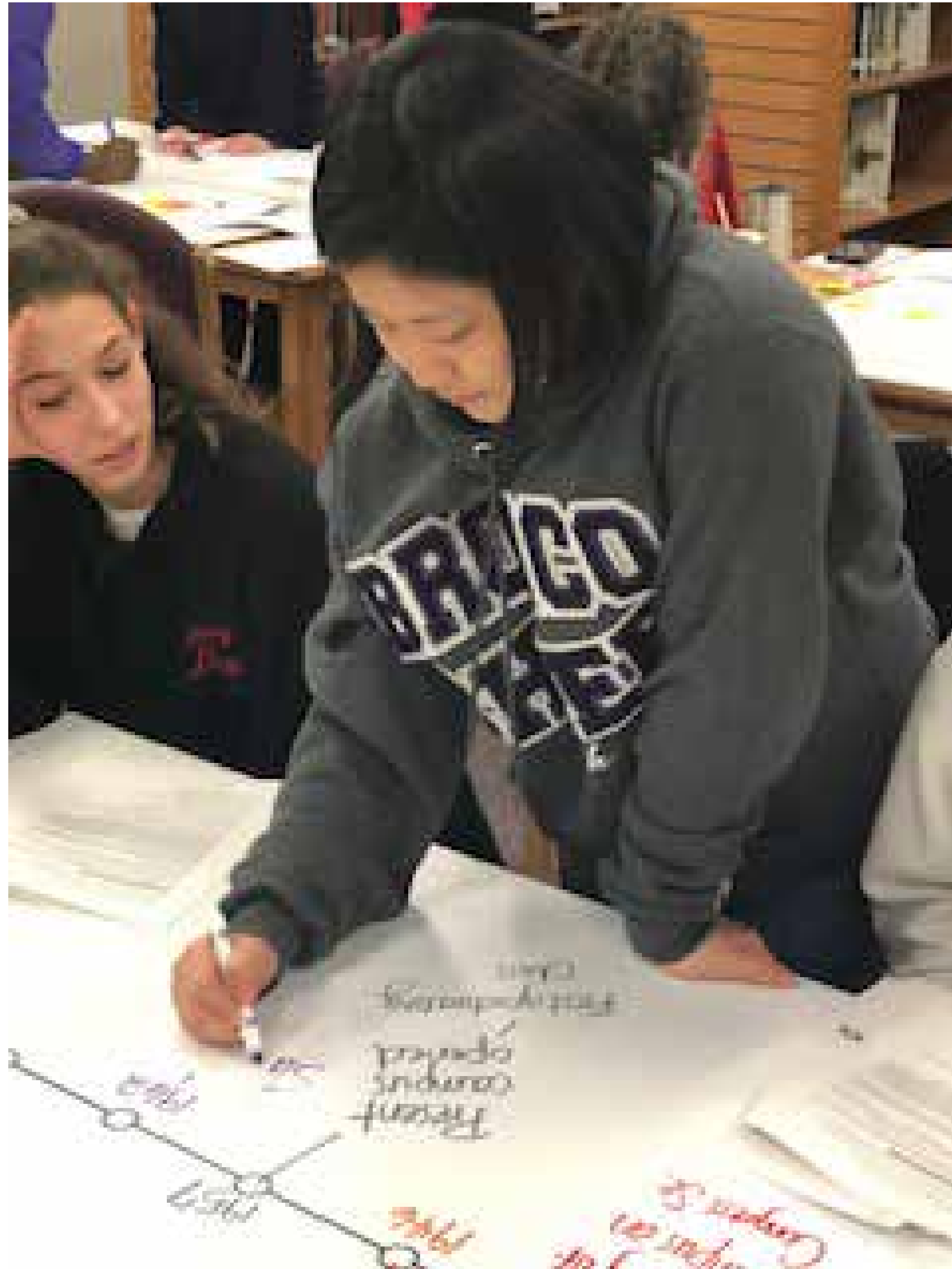
Helena Coleman

Jimmy Rosin

Harold Jackson

Robert West





Community Survey  
Timeline & Artifacts Analysis  
Behaviors Analysis  
Graphics Analysis



# COMMUNITY SURVEY



## Denton High School Legacy Survey

As the district breaks ground on the seventh location for Denton High School in its 134-year history, we wanted to reach out to alumni to capture memories from former students/graduates of all eras.

Please help us by sharing the following information with the district.

**\* Required Information**

1. My affiliation to Denton High School can best be described as:

--Select--

2. If you attend or graduated from Denton High, what years did that include?

Characters Remaining: 100

3. From your personal perspective, briefly share what being a Denton Bronco means to you?

Characters Remaining: 250



# TIMELINE ANALYSIS

## Denton High School

NOTES: 1860 - 1884 Local Masonic and Independent Order of Odd Fellows organizations provided buildings and support for education until school funding became available. Classes were held in a one-room frame building initially until other buildings were procured.

1875 – Black families relocate to southeast Denton from Dallas White Rock settlement. Area becomes known as “Freedom Town”.

1876 – Fred Douglas colored school open. Mysteriously burns down in 1913.

1882 – A levied tax and 15,000 bond election were used to build the new city school.

1883 – Cartographer Augustus Koch creates “birds’ eye” view map of Denton which includes the Denton City School even though not yet built.

### 1884 – 1908 The Denton City School, Central School – South Locust Street





# ARTIFACT CURATION

1. Bell at Methodist Church



2. Bronco Benches- Bus Lane



3. Bronco Mural in Old Gym



4. DHS Class Banners in Old Gym





# ARTIFACT CURATION

## 5. Spirit - Fiberglass Bronco



## 6. Dedication Trees



In memory of Rosalinda Salinas  
Front of DHS



In memory of Jake Holley #4  
Front of DHS



In memory of Adam King #20  
Front of DHS



In memory of Krista Lynn Wilson  
Bench + Tree in front of CMS



# ARTIFACT CURATION

## 7. Painted Horse Shoes on Sidewalk



## 8. Brick Garden (Fulton Street)



## 9. High School Facility Artwork



## 10. Library Mural





# ARTIFACT CURATION

## 11. Memory Collages (1905-1930)



## 12. Trophies & Awards



Trophy Cas Theatre



Trophy Cases Band



Trophy Case Basketball & Volleyball



Plaque wall Band



Trophy Case Gym Foyer



Trophy Case Football



Trophy Case Cheer & Dance



# ARTIFACT CURATION

13. Misc. Vintage Collectibles



14. Yearbooks (1895-2018 missing 1909)

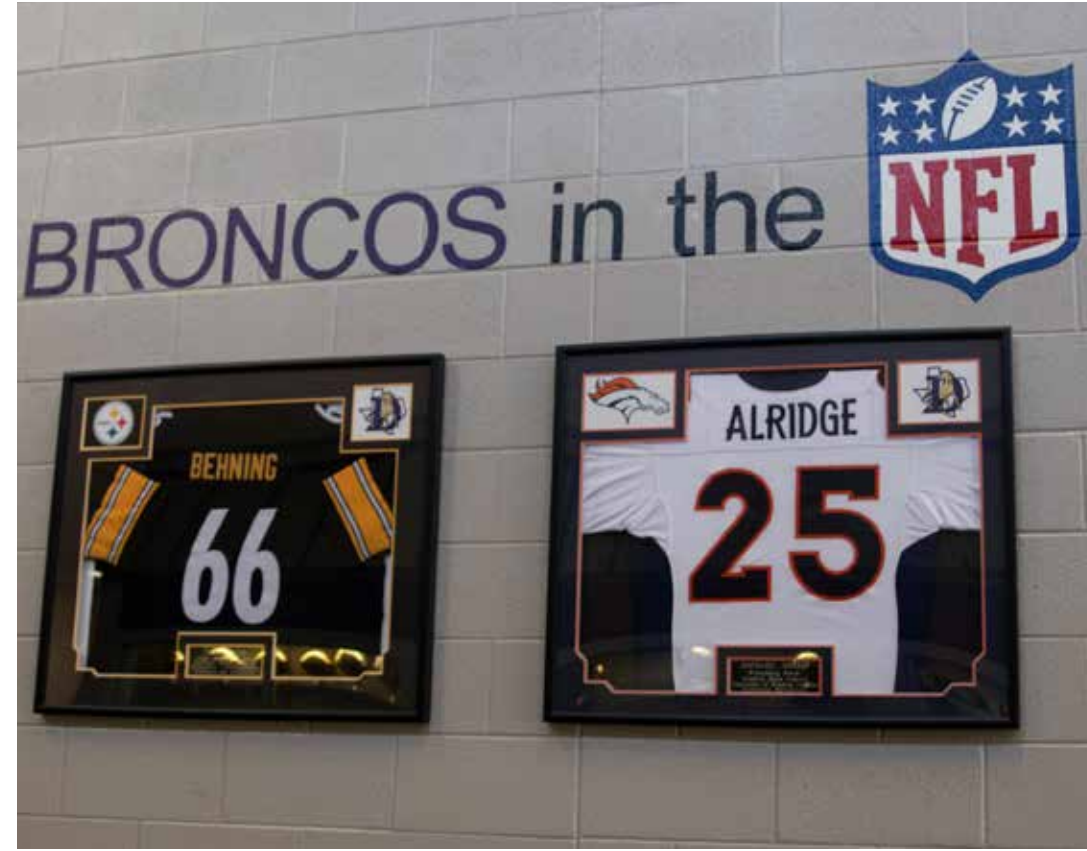




# BEHAVIORS ANALYSIS



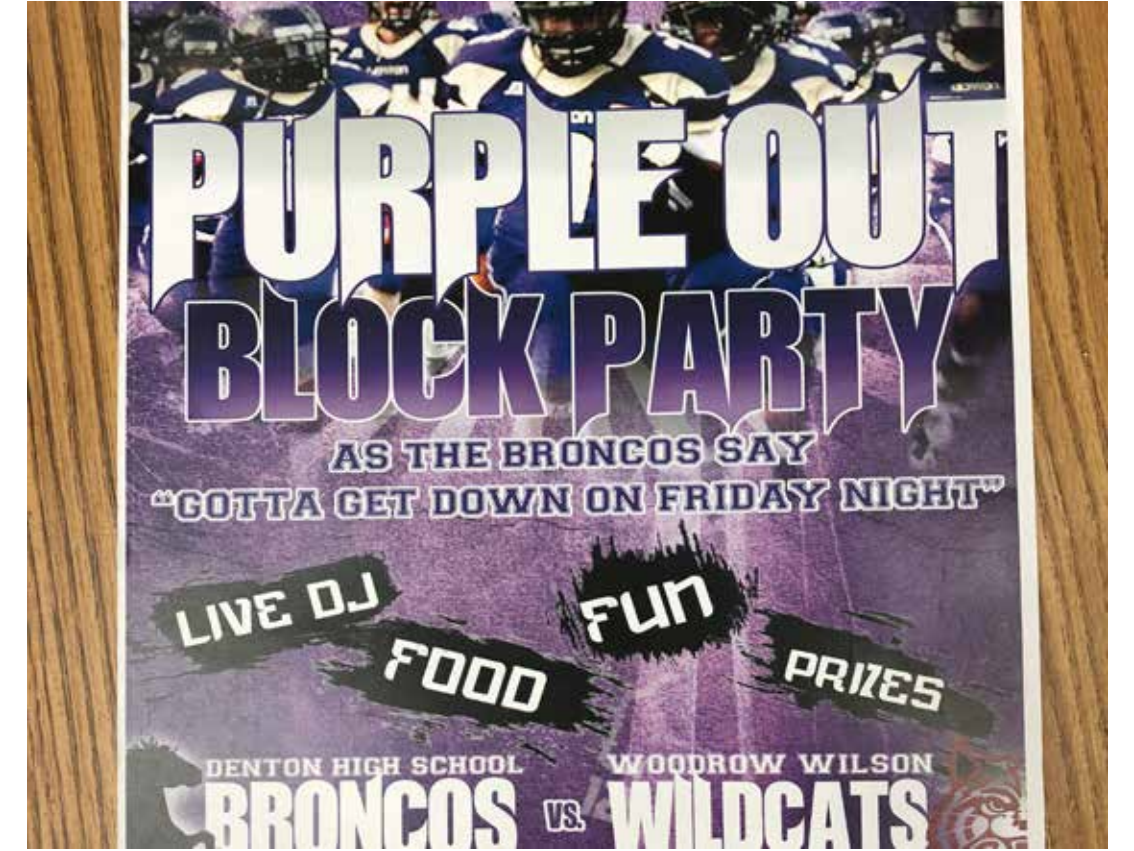
1. Bronco Track Records



2. Broncos in NFL



3. Senior Walk



4. Purple Out



5. Senior Hand Prints 2000-2018



6. Wall of Flags - IB School



7. State Competition Send Off



8. Play Bills



8. Coming Home Tribute



# GRAPHICS ANALYSIS



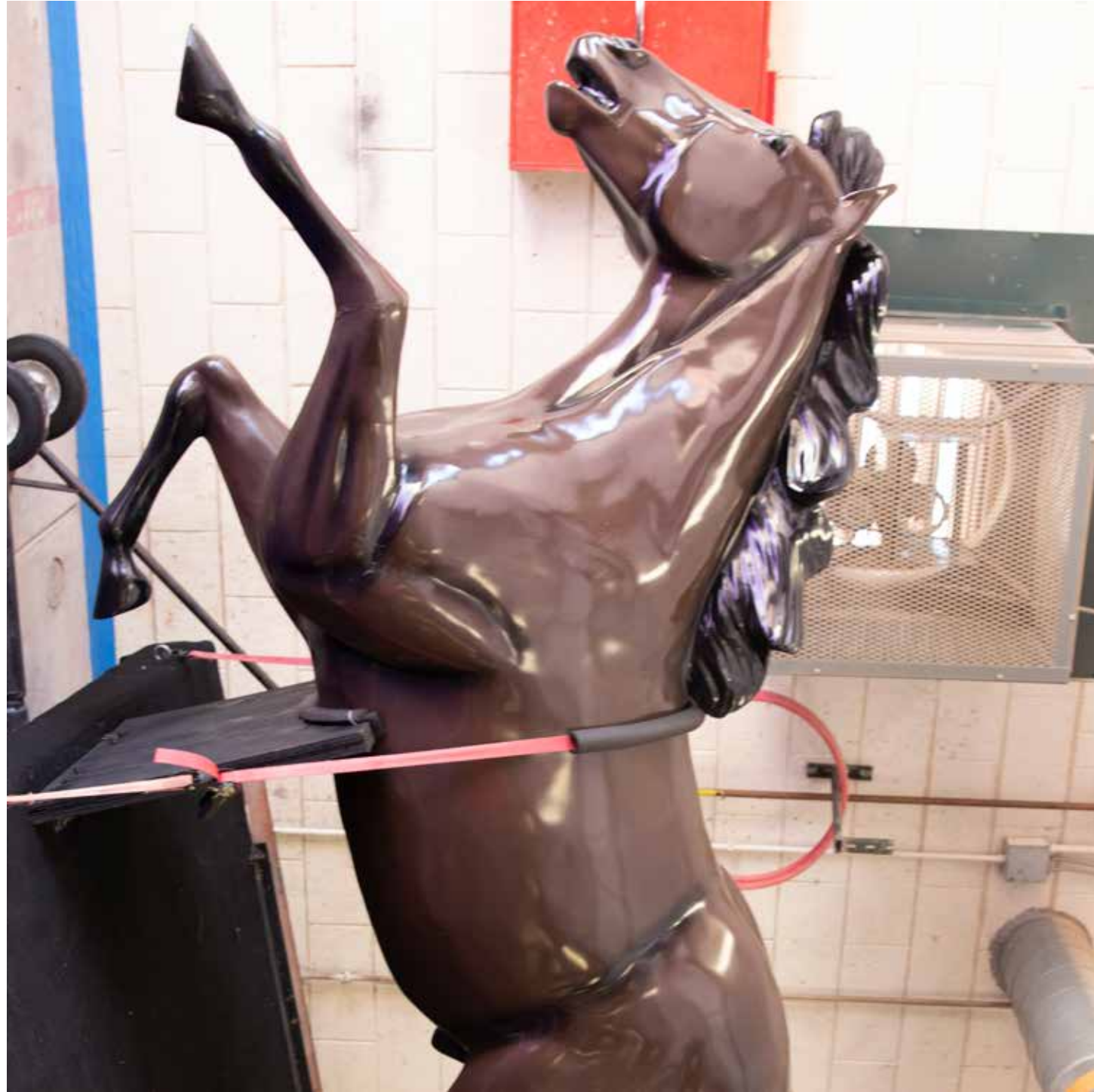


# DISCOVERY PHASE





# #1 BRAND VISIONING & RESEARCH REVIEW





## DHS BRAND

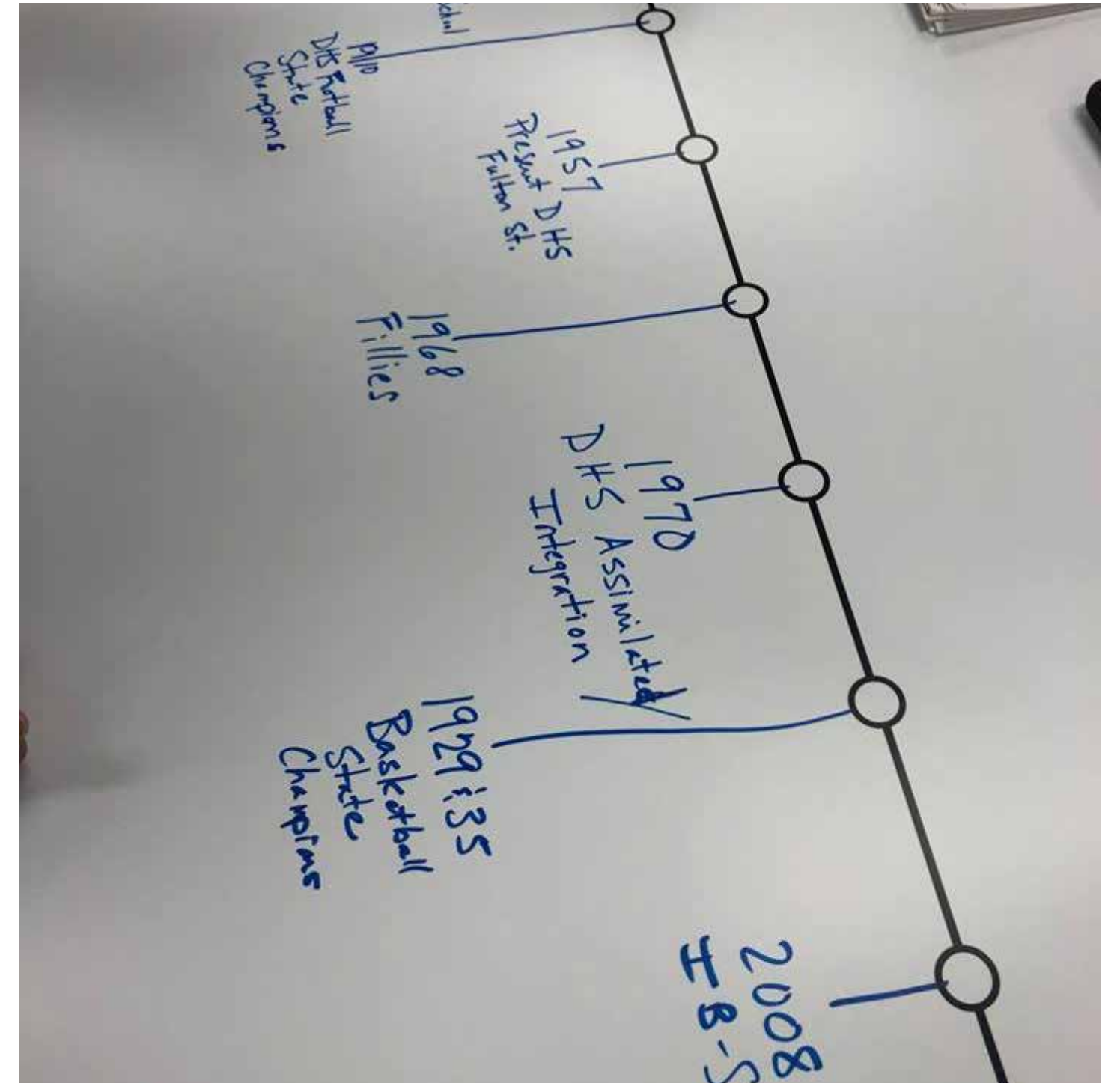
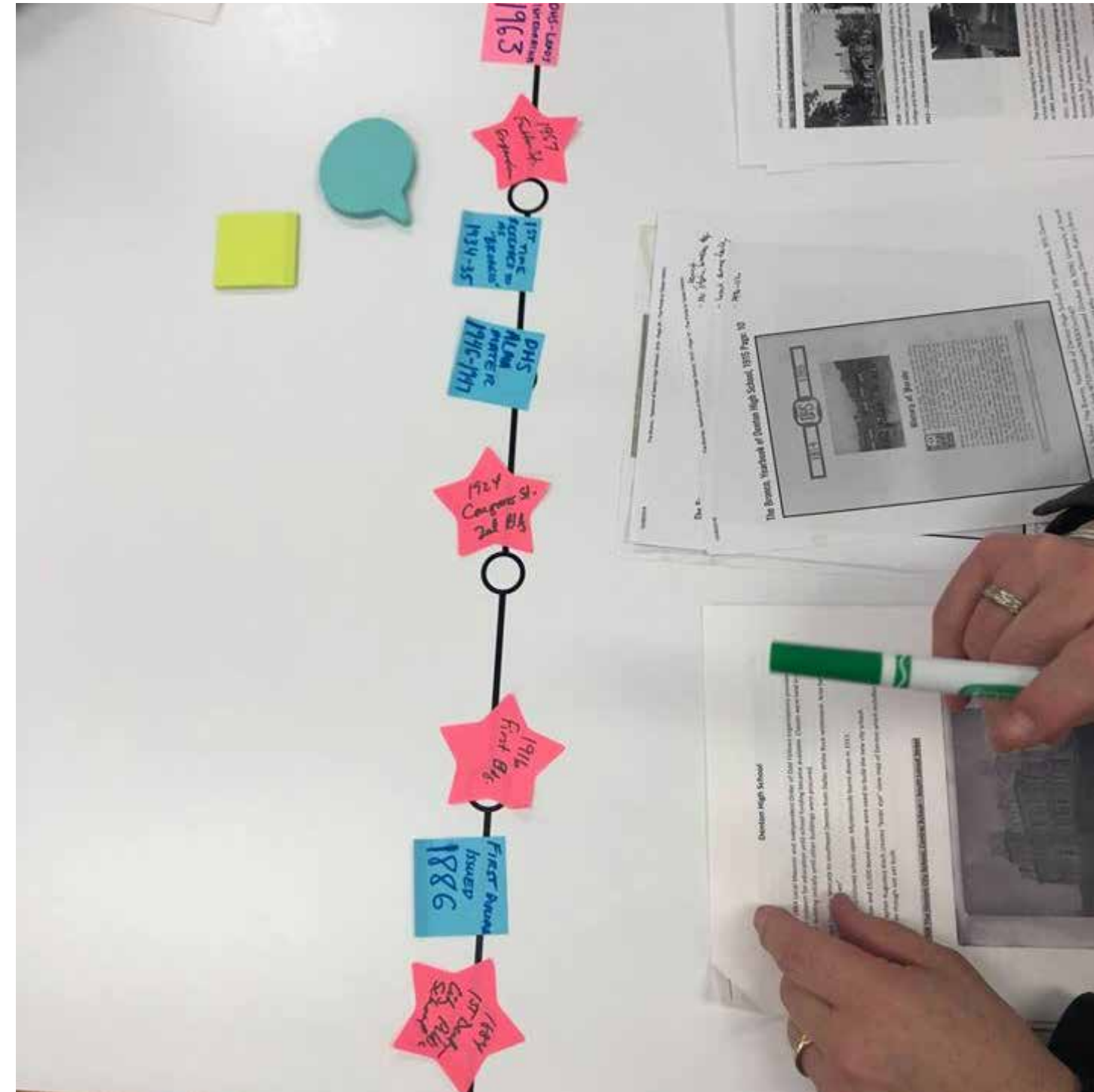
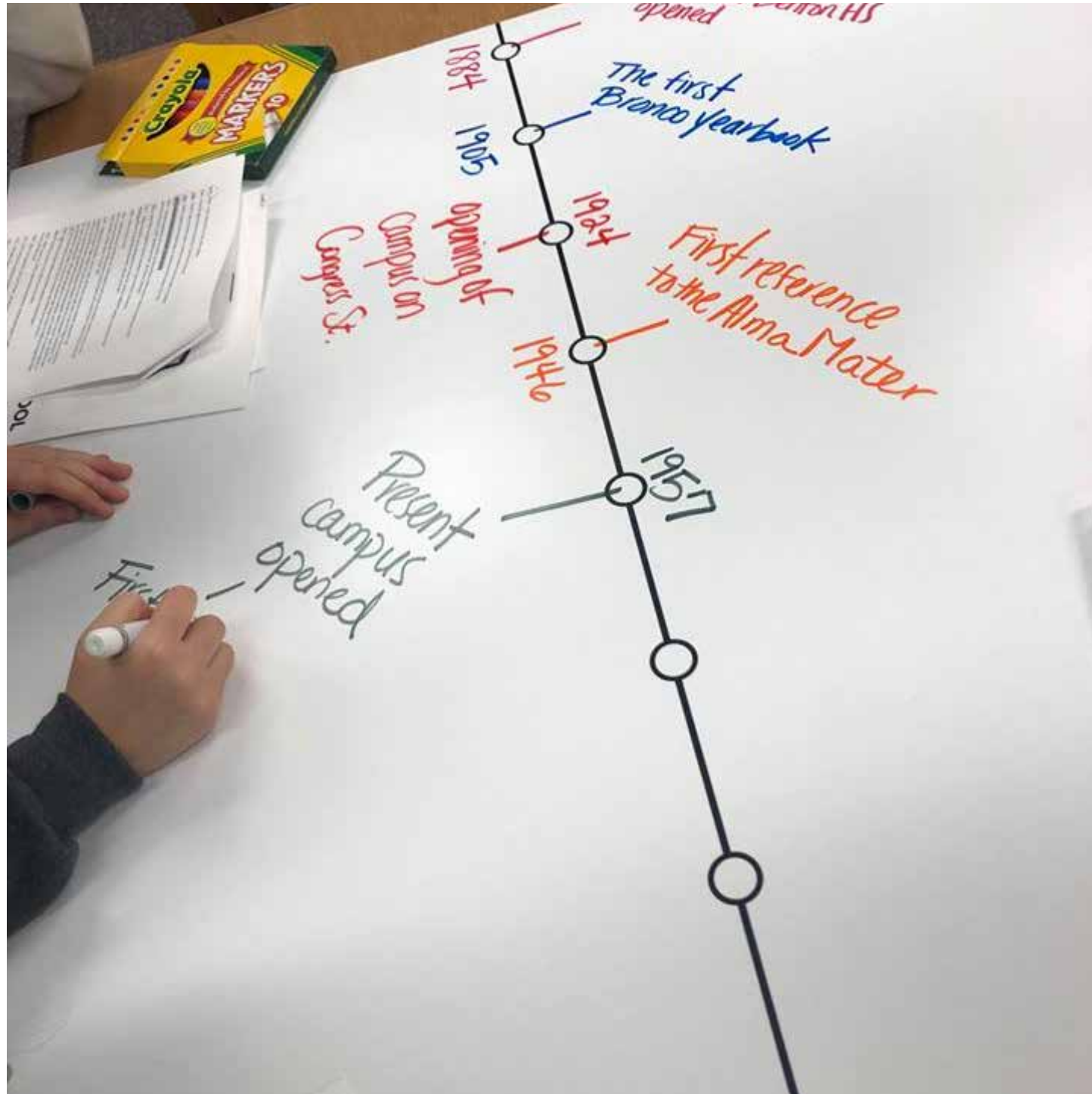
Tradition, Bronco, School Colors (Purple/Gold), The First, The Original,  
Dedication Honor Success

## DHS CULTURE

Pride, Leaders, IB World School, The Best (Fine Arts, Academics, Athletics),  
We ARE Denton, Iconic, Pride, Dedicated, We are DHS



# #2 VISUAL IDEATION









# SACRED ARTIFACTS

Bell at Methodist Church



All Dedicated Benches



Bronco on the Floor (Special)





# SACRED ARTIFACTS

Home of the Broncos Sign



Spirit



Fight Song/Alma Mater Banners



DHS Class Banners



Brick Garden





# SACRED ARTIFACTS

## Wall of Pride



## High School Facility Artwork



## Dedication Areas

Because of the sensitivities involved with each of the dedication areas, the EPC determined that individual phone calls will be made to families to gain their feedback about how they would like their dedication areas to be handled.

## Bateman Fieldhouse Sign





# BEHAVIORS APPROVAL

Bronco Track Records



Wall of Flags - IB School



Purple Out



Additional Behaviors

- Class Favorites
- Junior/Senior Prom
- Pep Rally Stampede
- Spirit @ Home Football Games

Broncos in the NFL



Play Bills



Senior Stampede



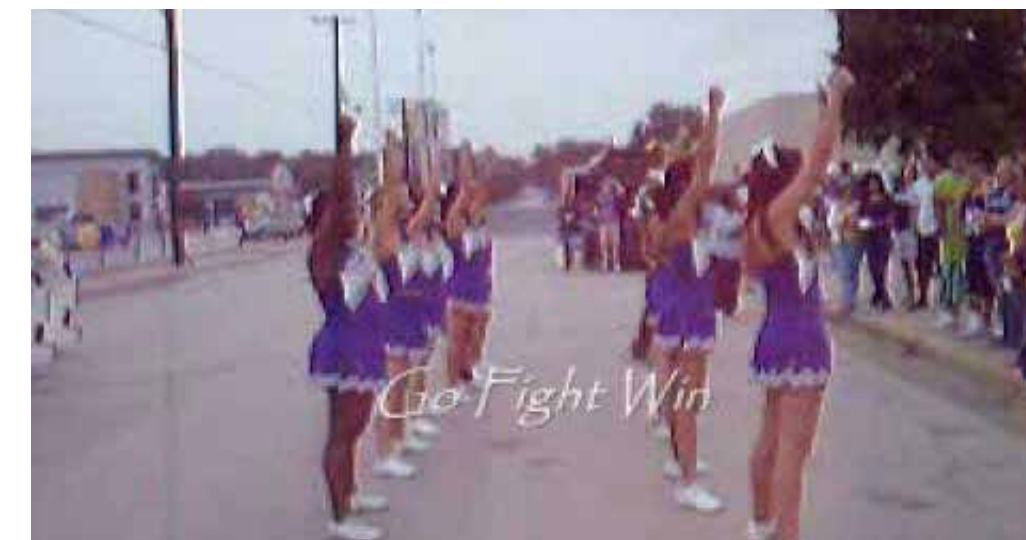
Senior Hand Prints 2000-18



State Championship Send Off



Coming Home Tribute





# #3 APPLICATION OF THE BRAND





# NAMESAKES

**Jim Bateman Fieldhouse** goes to new DHS campus.

**Jay B. Martin Horticulture Center** will go to the new Ag Science Center location - *new location TBD.*

**Mary Jane Lane Press Box** remains at current location.

# BRANDING GUIDELINES



## BRANDING GUIDELINES

The EPC established a framework of guidelines to be followed to ensure that the decisions that were determined through the branding initiative are maintained:

1. Display Cases:
  - a. Milestone achievement awards are preserved.
  - b. Last five years awards are preserved.
  - c. It is recommended that the disposal of awards/trophies/plaques and other material be donated to local charities, given to alumni, or utilized as current individual student achievement awards.
  - d. Any collateral or dedications on display outside of cases or have not been determined within this resolution document must seek approval from administration.
  - e. Exceptions to these guidelines will need to seek approval from administration.
2. Historical Monuments that were determined to be sacred through the branding initiative will be moved to the new location. In the event they can't be moved, alternative methods to represent them at the new location will be explored.
3. IB World School is considered a sacred relationship as part of the DHS brand identity. All restrictions delivered by the IB World Programme will be followed according to their guidelines.
4. Graphics:
  - a. Primary Logo is to be displayed on all materials. Any modification or change will need to seek approval from administration.
  - b. Any logos, slogans, symbols, colors, mottos must be within the scope of the DHS Resolution. Any differentiation from the determinations within this document will need to seek approval from administration.
  - c. The Crest is utilized in formal correspondence.
  - d. The Horseshoe, when presented alone, must be tilted and never repositioned on materials.
5. Overall, the DHS Resolution is meant to evolve through time to allow it to maintain consistency and relevance. The EPC will remain in existence to make any necessary edits, additions or adjustments annually.



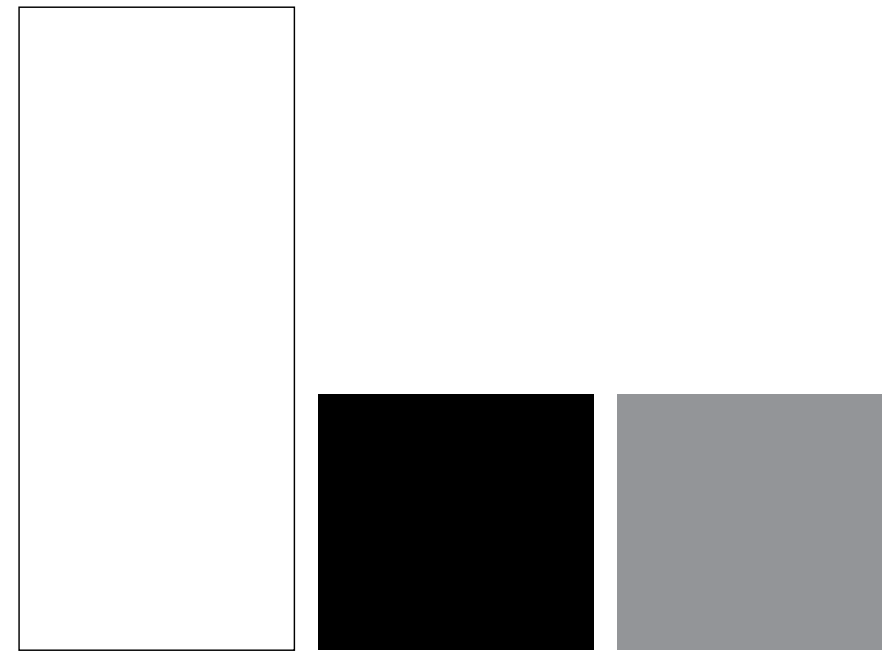
**PRIMARY COLORS**



Purple Vegas Gold

**SECONDARY COLORS**

(To be used as accent colors only)



White Black Mid Grey

**PREVIOUS LOGO**



**LOGO**



**PREVIOUS CREST**



**CREST**



**PREVIOUS BADGE**



**BADGE**



**SYMBOL**





**MASCOT**  
**BRONCO**



Spirit



Blaze

**ALMA MATER**

Hail Alma Mater; hats off to you  
Ever you'd find us, loyal and true  
Firm and undaunted ever we'll be  
Hail to the school we love,  
Here's a toast to thee!

**FIGHT SONG**

We're loyal to you Denton High  
We're purple and gold Denton High  
We'll back you to stand  
You're the best in the land  
For we know you will win Denton High  
Rah! Rah!  
So Snap back the ball Denton High  
We're backing you all Denton High  
Our team is a firm protector,  
On boys, for we expect a  
Victory from you Denton High!

**MOTTOS**

**Dedication Honor Success**  
**We are DHS**



**VLK | LAUNCH®**





# TEAM RESULTS

**DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
VLK | LAUNCH

TEAM NAME: \_\_\_\_\_

GRAPHICS \_\_\_\_\_

MILESTONES \_\_\_\_\_

SACRED ARTIFACTS \_\_\_\_\_

BEHAVIORS \_\_\_\_\_

VOTING: \_\_\_\_\_

**DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
VLK | LAUNCH

TEAM NAME: *Judy's*

24

GRAPHICS \_\_\_\_\_

MILESTONES \_\_\_\_\_

SACRED ARTIFACTS \_\_\_\_\_

BEHAVIORS \_\_\_\_\_

VOTING: \_\_\_\_\_

**DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
VLK | LAUNCH

TEAM NAME: *Team Go Sprit' Ya!*

25

GRAPHICS *Way Finding?*

MILESTONES \_\_\_\_\_

SACRED ARTIFACTS \_\_\_\_\_

BEHAVIORS \_\_\_\_\_

VOTING: \_\_\_\_\_

**DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
VLK | LAUNCH

TEAM NAME: *War Brans*

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GRAPHICS \_\_\_\_\_

MILESTONES \_\_\_\_\_

SACRED ARTIFACTS \_\_\_\_\_

BEHAVIORS \_\_\_\_\_

VOTING: \_\_\_\_\_

**DENTON HIGH SCHOOL**  
DENTON INDEPENDENT SCHOOL DISTRICT  
VLK | LAUNCH

TEAM NAME: *Purple Passion*

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GRAPHICS *Class Room Vign: Arch, Table, Seat Illuminated Top*

MILESTONES *Timeline in entrance Postcard*

SACRED ARTIFACTS *Beachside courtyards (student/art/gym)*

BEHAVIORS *From Senior Shoppe, Class Favorites, Spirit @ FB*

VOTING: \_\_\_\_\_



# CONSENSUS RESULTS





# #4 RESOLUTION APPROVAL





# VIDEO





# IMPLEMENTATION PHASE



# THANK YOU!

