



The following presentation includes imaging ideas for Legacy High School, Midland, Texas. My primary focus was on lettering design. I have shown how images can be married with a lettering design. The lettering used in the school's name is a prerequisite to any graphics image (art). The requirements needed to achieve a functioning logo are that the lettering is (1) easily read and (2) unique. The future statements made by Legacy High School should be strong just as the statements made by Lee High School and the school logo will be Legacy's introduction to everyone.

This presentation focuses on design only. Any graphic images shown are for placement examples and are not to be considered as final images. All art will be developed further. Graphics can be updated over time to keep them relevant and in style. The basic lettering design should remain the permanent cornerstone in the identity of the school.

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Image A - This image is termed as a “wordmark”. It is a logo based on lettering alone. I have added a tag line used at the school before the name change. The tagline could appear with the wordmark or without and carry the same strength. The lettering is strong and bold. The serifed letters give a hint of the past yet it becomes very contemporary due to the stylizing of the lettering.



Image B - As can be seen, this is Image A with a mascot profile added. The colonial rebel is giving a serious look to the future as it displays the institution’s new mascot wearing the “tricorn” hat. It is a tribute to the past with an eye to the future.



Image C - This version of the logo promotes a more contemporary feel with with a more stylized lettering. The italicized tilt to the lettering gives momentum to the image. This kenetic energy lends more of a feeling of moving forward.



Image D - This version of the logo brings color into the mascot portion of the image as well. The lettering is upright and erect giving the character of the image strength. Adding color throughout the image gives it a better balance and this can be done on any of these presentations.

# LEGACY

Image E - This is another wordmark using a calligraphic font as a base. Calligraphy leans towards the days of feathers being used for quill pens. This stays in step with the feel of a historical mascot such as the revolutionary rebel. This lettering is easily read while manipulation of the lettering give the wordmark a unique look.



# LEGACY

Image F - The same wordmark as shown above is given a less detailed graphic. This is a simpler graphic yet it begins to fall under the classification of a logo "symbol".



# LEGACY

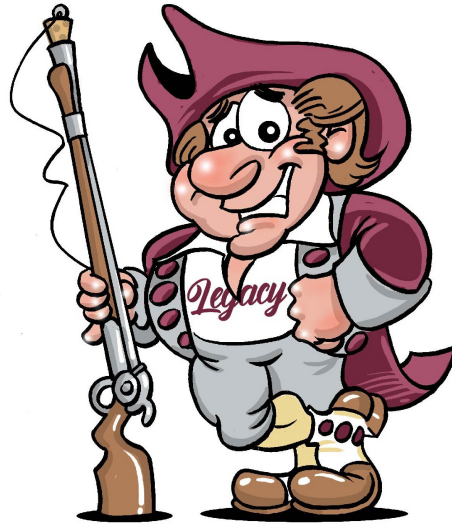
Image G - This image shows the options on a graphic are unlimited yet adding graphics is optional.

**Legacy**  
A Tradition  
of Excellence

Image H - This is more of an asymmetrical wordmark that reads well and carries good weight for the viewer. I feel any wordmarks shown merit being used as a logo on their own.



Image I - This presentation is Image H (above) with a mascot graphic included.



# REBELS

Imaging for Lee High School has gone beyond identification for the school for years. The adventures of the mascot lived in The Midland Reporter Telegram and online in Facebook. I realize that a life for the mascot is not what this presentation is addressing; however a mascot has been imagined. Whether the seasonal adventures of the new Rebel are continued by me, another artist or even at all is a decision to be made at some point. I leave the following roughs to consider.

