

Start Here

Logo Design Project

The Fairmount/ Dolores Huerta Elementary School community is creating **our new logo and identity**, and we want your help!



Dolores Huerta Elementary School

On **April 11, 2018**, Fairmount Elementary School invited parents and neighbors to make an important decision about the future identity of the school. Leadership felt that there was good reason to consider **renaming the school** to honor a woman of empowered action who made it her mission to uplift the people she served.

A vote concluded that the name of the school, along with its symbolic identity, would be **changed to Dolores Huerta Elementary School**.

“
Sí se puede

— DOLORES HUERTA

As part of this historic school renaming, **the school's logo also needs to be updated** to reflect the legacy of Dolores Huerta. **We want your input and help.**

Your Design!

Starting now, **we invite students, parents, and school community members to submit their ideas**. Please submit images/sketches (digital or paper) that represent **what Dolores Huerta means to you**. Over the winter, our school community will select, refine, and vote on these ideas. **One crowdsourced concept will emerge** as the new logo and identity of **Dolores Huerta Elementary School**.

About Dolores Huerta

Dolores Clara Fernández Huerta (born April 10, 1930) is an **American labor leader** and **civil rights activist** who, with **Cesar Chavez**, is a co-founder of the **National Farmworkers Association**, which later merged with the Agricultural Workers Organizing Committee (led by Larry Itliong) and became the United Farm Workers (UFW). Huerta helped organize the Delano grape strike in 1965 in California and was the lead negotiator in the workers' contract that was created after the strike.

Huerta has received numerous awards for her community service and advocacy for the rights of workers, immigrants and women's rights, including the **Eugene V. Debs Foundation Outstanding American Award**, the **United States Presidential Eleanor Roosevelt Award for Human Rights** and the **Presidential Medal of Freedom**.

Flip—

What's a logo?

A logo is a **mark, symbol, words, or combination of these things** that represents an idea, a group, a brand, or an institution. We see them every day and, in some cases, read them much like written language. They range in style and complexity **from the abstract to illustrative, to realistic representations of ideas.**



Design Ideas

The Falcon

Dolores' Likeness

Labor

Agriculture

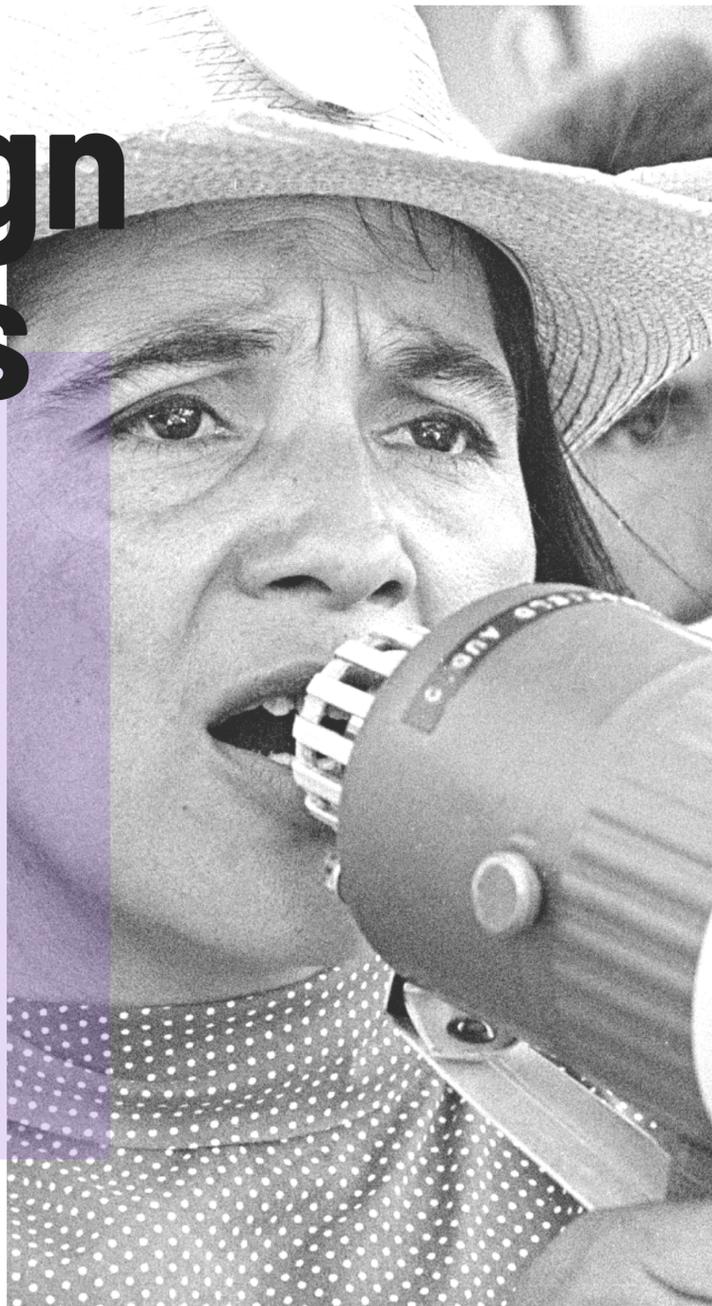
Caring for the Environment

Human Rights

Civil Rights

Railroads

Urban Open Space



How it will work

Submissions Due: Monday, 12/17/2018

January 2019: Logo Committee will select 3-5 themes from the collection of ideas submitted

2/4 - 2/15: The 3-5 concepts will be mocked up for final selection.

2/18 - 3/1: The Fairmount/Dolores Huerta Elementary School community, including students, will vote on its favorite concept

March 2019: We finalize the winning logo and prepare it to serve the school for years to come.

May 2019: The new logo/identity will be revealed at our celebration!

Submissions!

Physical submission should be dropped in a designated box in the school office.

Digital submissions should be e-mailed to logo@wearefairmount.com

All submissions should include:

Name of contributor

Contact information

Affiliation with Fairmount (student, parent, teacher, community member)