

Memorandum

To: TCSC Board of Education
From: Dr. Glaze, Superintendent of Schools
Date: February 28, 2022
Re: Mascot Update

It is the recommendation of the Branding and Public Relations Advisory Committee to update the Tipton Blue Devil. The blue devil has had many updates and enterations in the last 100 years. For the last fifty years the blue devil has remained unchanged. The committee enlisted the assistance of Section 127 to help us develop our updated blue devil and accompanying wordmark. The updated blue devil was reviewed by several focus groups throughout the school and community to overall positive responses.

Knowing the tradition of Tipton we will still continue the use of the vintage blue devil mascot. Both the vintage and updated blue devil will be used throughout the buildings as part of the upcoming building project. "Respect the past, embrace the future" #BlueFuture



The updated blue devil will become the official mascot for TCSC in March of 2022. As new athletic uniforms are purchased, the new mascot will be used. The updated mascot and/or wordmark can only be used on Tipton blue, black, gray, and white fabric. The one color mascot and/or wordmark may only be used in Tipton blue, White, and Black. Variations in the color of the blue devil and fabric must be approved by the Branding and Public Relations Committee before ordering.



Terms of Use of the Updated Blue Devil/WordMark

Mascot	Mascot Color	Fabric Color
Three Color Blue Devil	N/A	Tipton Blue Black Gray White
Three Color Blue Devil/Wordmark	N/A	Tipton Blue Black Gray White
Single Color Blue Devil	Tipton Blue Black White	Tipton Blue Black Gray White

Recommendation:

Approval of the adoption of the updated Blue Devil/wordmark to become the official mascot of Tipton Community School Corporation. Permission to have the superintendent register the official mascot as a registered trademark. Adoption of “Respect the past, embrace the future” as our slogan for 2022-23 and #BlueFuture as our new hashtag. #TiptonPride will continue as a hashtag for TCSC.