

WE ARE VIKINGS

PROJECT PROPOSAL

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The Why - OUR PROPOSAL

Belonging - This will help us stand out amongst the rest.

Pride - We are proud to represent our school and brag that we are the VIKINGS!

Loyalty - Gives us something to connect to. Thor and his qualities would be a representation of our school.

Unity - No matter our differences, we share one thing in common: Our mascot.

The How - ARGUMENTS

Pricing

Inexpensive and can be
student ran.

Reasoning

No concrete reason found
for the mascot to be
taken away

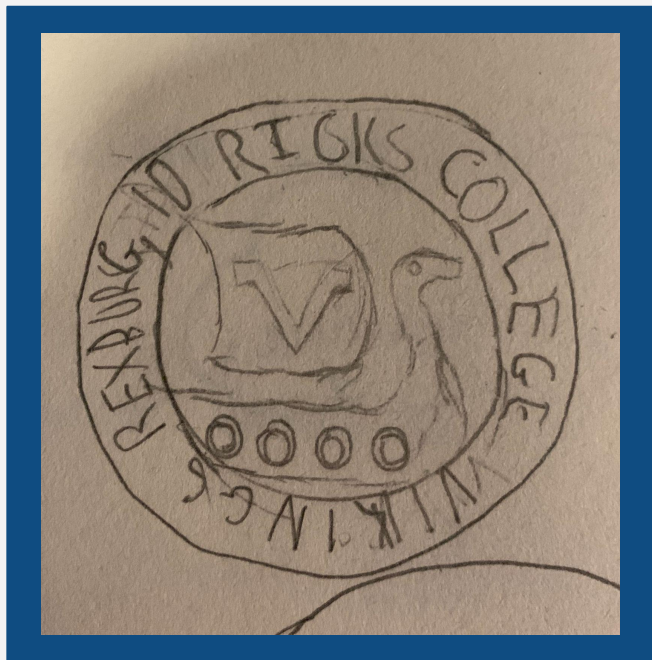
Spiritually Focused

Mascots bring unity to
the school, regardless of
religion

Part of our school culture

Viking Drive, Ricks
College

The Process - **SKETCHES**

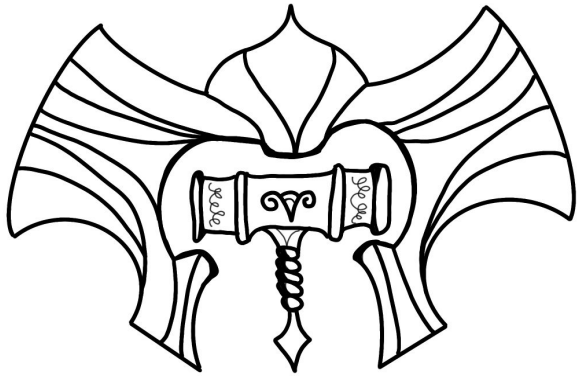


Paul Boris's Sketch

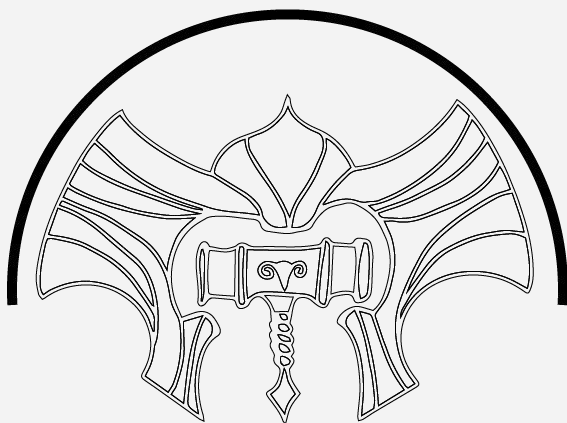


Robin Apostolo's Sketch

The Process - DESIGN



The Process - DESIGN



Vikings



Vikings

The Process - **FINAL**



Vikings

The Future - **BRING BACK OLD LOGOS**



Source: @college_logos

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The Process - **MOCKUP**



The Future - **BRANDING**

- Create Social Media Page (Instagram, Facebook, Tik Tok, etc.)
 - @thor_viking
 - #ThorTheViking, #byuivikings

Conclusion

By having a digital mascot, students will be able to have not just a name, but a symbol that they can tie their college memories to. This will create a sense of unity between students and Alumni alike.