



Athletic Program Mascot Roll Out



Lake Tahoe Community College

Before



Selection
Collaboration
Research

Branding
Design
Roll Out

After

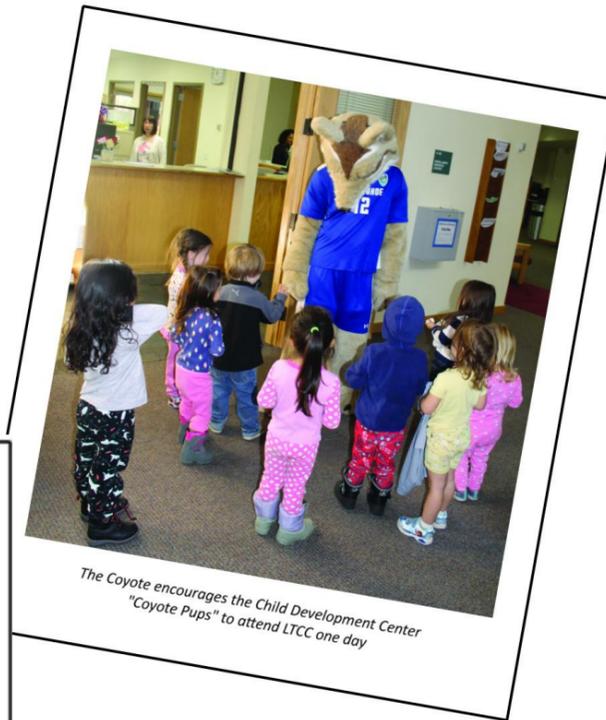


Recognizable & Integrated Coyote

Fierce but Friendly



Students love the Coyote



The Coyote encourages the Child Development Center "Coyote Pups" to attend LTCC one day



Coyote with Honor Roll (small set of much larger group)



Coyote "photo-bombing" Lake Tahoe TV interview with VP



Athletic Program Mascot Development Timeline



1. Collaboration Process

The decision to move to the Coyote brand was made through a shared governance process involving faculty, staff, students and stakeholders. The Coyote was selected for its natural abilities in pack cooperation, agility, intelligence and adaptability. These qualities perfectly align with the characteristics of our student-athletes, and with the college's reputation and natural environment. In addition, coyotes live on, and around, the Lake Tahoe Community College campus.

3. Mascot Selection

Once the Coyote was selected, the committee built the Coyote Shield logo for the soccer program. The shield crest includes stars representing the Tahoe Basin's clear starry nights, the native Jeffrey pine tree found throughout the Basin, and Lake Tahoe itself. This project was bigger than just designing a logo: it required an entire branding plan. A complete Brand Guidelines Handbook was developed to assist users in utilizing the mascot marks effectively while protecting the brand LTCC worked together to create and strengthen. In addition, a custom font was selected that is used throughout mascot and athletic marketing collateral. This branding manual guarantees that consistency is maintained across the mediums where these logos are used.



5. Costume Development

Once the Coyote was selected, the College partnered with Stickeen Brand Services, a highly regarded design agency. Instead of acquiring an "off the shelf" mascot, the College commissioned a costume maker that develops mascots for pro-sports teams and Division 1 schools to customize the design to match the exact LTCC brand. The company developed multiple prototypes of the coyote and worked closely with the College to develop a mascot that closely reflected the graphic that was already designed. The mascot gives off a feeling of fierce but friendly, and was designed to be realistic, with fur that simulates a coyote in the Tahoe Basin in both texture and color. In addition, the mascot sports a #12 team uniform. Since soccer teams are comprised of eleven players, the 12th man or 12th player implies that the team's fans are represented by the mascot, the Coyote. Having the 12th man (fans) is a major home game advantage. The success of this is evidenced by the fact that the LTCC men's soccer team made it all the way to the final four, statewide, regardless of only being a second year program.

After



Recognizable & Integrated Mascot

LTCC's new, customized mascot has been embraced by students and community members, and our campus is clearly, "Coyote Country."

#WelcomeToCoyoteCountry



Before



The Kokanee Salmon: Unknown, Unused & Unloved

Although the Kokanee Salmon has served as LTCC's mascot since the school began, it was unknown and virtually unused.

2. Research

The mascot selection committee studied the coyote and learned what the animals do in the wild, and how they act and carry themselves in their natural environment. The committee selected an image of a coyote in a pouncing motion, which these animals will often do when being aggressive or playful, depending on the circumstances. The image and pose chosen reflects the coyote typically found throughout the Northern Sierras and Tahoe Basin. This particular breed has a thicker coat and a larger, more powerful build than the quintessential scrawny, howling-at-the-moon coyote seen throughout the southwestern United States. The committee wanted a coyote that represented the local brand. This coyote not only does that, but the animal it's based on can be seen on LTCC's campus nearly every day.

4. Development/Branding

The results of these efforts can be seen all over campus and throughout the community. The LTCC Coyote is featured on several sticker designs found on water bottles, backpacks, laptops and cars throughout town. It's also become a popular image seen on snowboards and skis at local resorts. The mascot has been warmly embraced and adopted, and large crowds of community members who attend home games now howl and flash a "C" sign with their hands after each home team goal scored. The brand was quickly identified as the mascot for the LTCC Athletics program.



6. Mascot Roll Out

On October 30, 2015 the Coyote Mascot was rolled out and introduced to the public, initially at a noon Pep Rally in the college commons area and then again at the homecoming soccer games against the rival team, Feather River College. The coyote has become a fixture around campus, attending student recognition events, community events and even appears on the Lake Tahoe Community College Spring 2016 schedule of classes. Thousands of children and community members met Coyote at the annual "Treat Street" event held at LTCC on Halloween 2015. Nearly every child in attendance had their photo taken with the Coyote before entering the building. This was exciting for the children and helped to propel the brand as parents posted these photos all over social media. The mascot roll out was successful, transforming an unused mascot into a symbol of team spirit that is the center of our campus and local community.



Original mock-up of the Coyote mascot costume