



## **Renville County West Public Schools – ISD #2890** **Future Ready, Jaguar Proud.**

301 NE 3<sup>rd</sup> St, Renville, MN 56284  
320.329.8638 | [www.rcw.k12.mn.us](http://www.rcw.k12.mn.us)

### **FOR IMMEDIATE RELEASE**

August 14, 2019

---

For more information contact: Dr. Michelle Mortensen, Superintendent

Renville County West Public Schools  
320.329.8368 | [mmortensen@rcw.k12.mn.us](mailto:mmortensen@rcw.k12.mn.us)

## Feel the Roar.

Renville County West (RCW) Public Schools announced the launch of a new logo.

Over a year ago, the RCW School Board embarked on the process of strategic planning. Strategic planning was aimed at creating clear expectations, providing direction, and enabling performance and evaluation for our staff. The process led to a new vision, mission and belief statements. “Future Ready, Jaguar Proud.” - the new vision statement reflects the long standing pride of being a Jaguar coupled with the District’s responsibility of providing an education to our youth to prepare them for their future. This is further stated in our mission statement, “The Renville County West School District prepares students to be contributing members of a changing society through supportive and relevant educational strategies.” Seven belief statements were created and can be found on the RCW website: [www.rcw.k12.mn.us/Page/649](http://www.rcw.k12.mn.us/Page/649). Altogether the strategic plan has created a unified message and direction for our district which will only benefit the students of Renville County West.

To bring the strategic planning process full circle, the brand identity of Renville County West was discerned. The school board determined the need to update and refresh the brand to better align with the school’s **strategic plan** while providing a strong identity. A committee of community members, students, staff, and school board members led the rebranding initiative. A brand is so much more meaningful than just a logo design. It’s the emblem that reflects who we are as a school. The new logo honors the deep rooted Jaguar tradition with a fresh new look. The design comprises a fierce Jaguar icon paired with the “RCW” to create a strong, timeless logo that works for all areas of school groups, and athletic teams. The angled lines of “RCW” create a sense of movement as well as suggest claw marks of the potential striking power of a jaguar. The logo encompasses the Jaguar’s traditional school colors of navy blue and gold. To view the launch video, visit [www.rcw.k12.mn.us](http://www.rcw.k12.mn.us) or “RCW Schools” on Facebook.

We are excited to feel the roar as our new RCW logo joins the team by helping us carry on our Jaguar tradition. Help support the charge. The RCW PTO and RCW Jaguar Athletics Booster Club are both offering fundraising opportunities to display your Jaguar pride while supporting the youth of our communities. The PTO has a new line of Jag swag available at [www.rambow.com](http://www.rambow.com), store code ‘rcw.’ Flood Jaguar country with the new logo by adorning your vehicle with a window decal available for only \$1 from the PTO. Fall is in full bloom with Gertens mums on sale through August 26 with the PTO. The RCW Jaguar pride yard signs will be on the prowl at home football and volleyball games by the Booster Club. For more information of each fundraiser, visit each organization’s Facebook page.

Spot the new logo on the prowl as Jaguar nation has arrived! FEEL.THE.ROAR.

