

CANYON VIEW ELEMENTARY LOGO SUBMISSION

ARTIST
DAVID ROOST
STEP DAD TO HAILEIGH BRYANT, KINDERGARTEN (MS. HIGGENS)
858-361-9237 | DAVIDHROOST@GMAIL.COM
www.davidroost.com

FONTS & COLORS
ROKKITT - SEMI-BOLD
Palm Canyon Drive - Normal

COLORS:



CANYON VIEW
— elementary school —
EST. ★ 1998

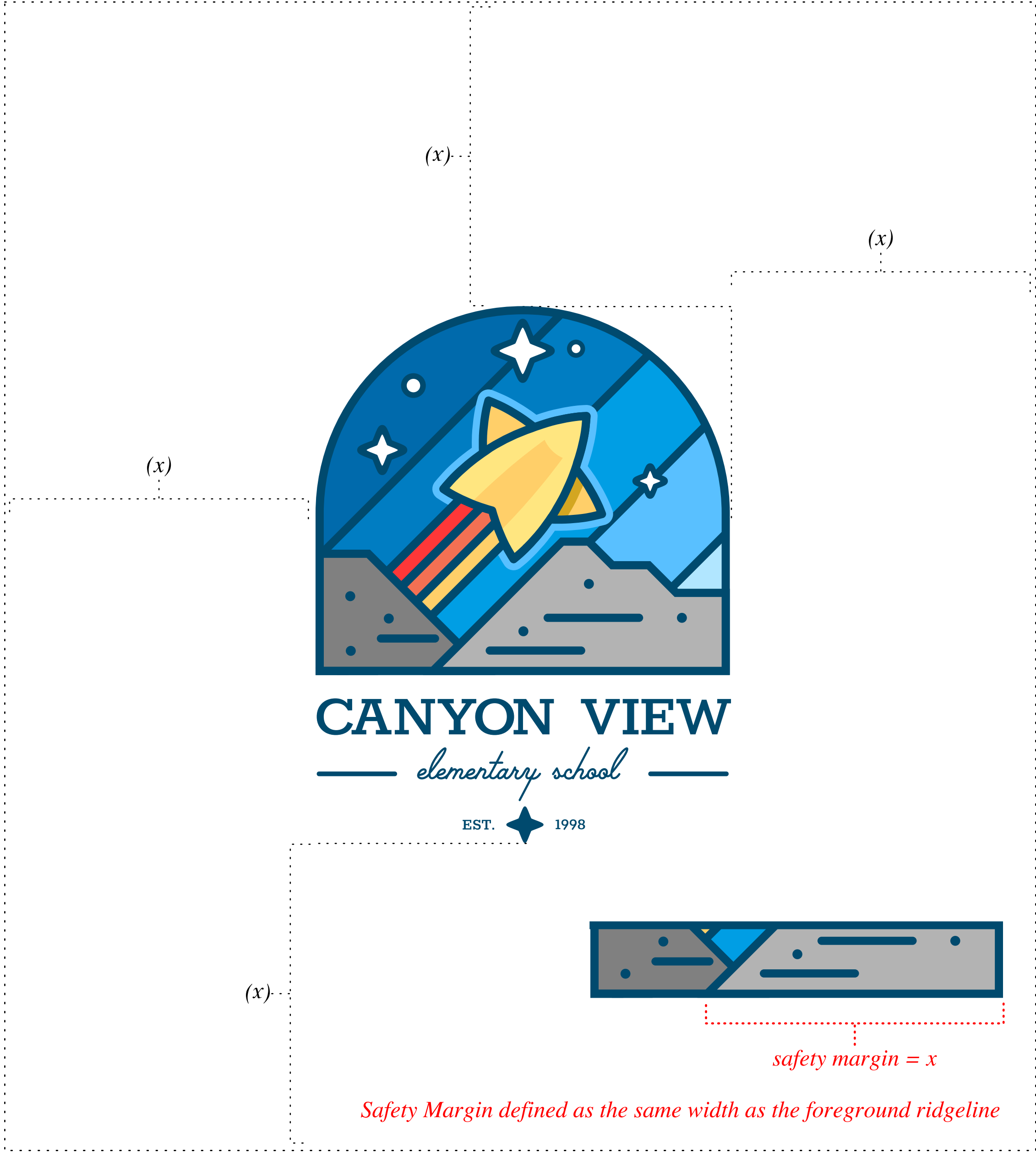
EXPLANATION

"Aim For The Stars"

Simple, modern, clean lines. Vibrant colors, this mark is passionate, gender neutral, and expresses the excitement around a child's eagerness to learn. I wanted to make something that reminded me of the energy I felt when I saw all of the kids entering class on the first day of school. The idea of "Aim for the stars" is what I was thinking of when I created this, Canyon View is the perfect place for a child to let their learning take off, and no matter where they go, they will have always started their journey in learning at Canyon View. The idea of the star was central to this. The star is also a rocket, launching into the sky with limitless potential just like our kids, you'll notice that the rocket is being launched from two ridges that form a canyon, this represents the foothills of the canyon which the school nestles up to in its landscape just a few hundred feet from campus.

The stars in the sky also have four points for a reason, they symbolize the school's S.T.A.R. Philosophy as it also has four main points.

SAFETY MARGIN



ALTERNATIVE MARK



CANYON VIEW
— elementary school —
EST. ★ 1998