

Introducing the River Valley Brand

We are intentionally moving forward with excitement, but also with care—honoring the final years of Westminster Christian School and Harvest Christian Academy and celebrating the legacies and memories still being made, rather than rushing ahead to what's next. However, with our new school name revealed, we know the next big questions are:

What will our mascot be? What will our colors and logo look like?

Here's the timeline so you know what to expect and can celebrate each step with us, while still honoring this current school year and the meaningful final chapter of WCS and HCA.

Mascot Selection (Winter 2025)

- In the coming months, we will open a poll for the final official mascot options.
- Students, families, staff, and alumni will all have a voice in the final decision.
- The winning mascot will be announced at a special all-school pep rally.

School Colors & Logo (Early 2026)

- The full color palette and official logo will be revealed at the beginning of 2026.
- Students will have chances to engage with the design story in creative, interactive ways that celebrate their school spirit and imagination.
- These elements will guide uniforms, athletics, signage, merchandise, and overall brand identity.

Student Merch Design Contest (Spring 2026)

- To build excitement and creativity, students will be invited to participate in a school merch design contest.
- Designs can reflect school spirit and our new identity.
- Selected designs may be produced and sold as official school merchandise.

Official School Website Design (Summer 2026)

- A complete website redesign will take place in Summer 2026.
- The new site will reflect our final branding, logo, colors, and mascot.
- This launch will serve as a major milestone in presenting our unified identity to the community and beyond.

Why We're Sharing This Now

We want our community to be informed, involved, and excited as we move forward. By sharing the process and timeline, we can celebrate each milestone together as our new school identity comes to life!