



Communications  
Strategy Group

**MASCOT CONCEPTS**

*prepared for*

**KIPP Arkansas  
Public Schools  
Helena**

# THE HELENA BLUE HORNETS

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## FRIENDLY

PRIMARY ONLY



### KEY DIFFERENCES

Rounded Wings  
Friendly Gaze | Happy Smile  
Rounded Hands | Waving  
Shorter/Rounder Stinger

## FIERCE

SECONDARY ONLY



### KEY DIFFERENCES

Sharp Wings  
Focused Gaze  
Confident/Sharper Smile  
Fierce Hands  
Sharpest/Longest Stinger