



NEWS RELEASE

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Logo and branding for Gwinnett’s newest high school unveiled

In August of 2019 Gwinnett’s newest high school— McClure Health Science High School— will open its doors to students in the Meadowcreek Cluster. The school district is putting the finishing touches on the construction of the facility. The school’s principal has been named. And school leaders are now working with the new school’s community to create a culture where high school students and learning will thrive. A primary culture piece for any new high school is determining the school’s brand, which includes its logo and colors. That task is now complete as Gwinnett County Public Schools proudly welcomes the McClure Pulse into its fold. The school’s official colors are navy, teal, and gold and the school’s logo incorporates several medical symbols including a cross and a graphic similar to the one produced by an electrocardiogram. Along those same lines, it was determined that the school’s students and staff would be called *The Pulse*, again paying tribute to the school’s health science theme.



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Over the last few months, **Principal Nicole Mosley** met with students and others in the school community, working to gain insight on what this new school community felt was important regarding their new school and soliciting ideas and feedback regarding a possible logo, mascot, and colors.

“We have a unique opportunity at McClure as ours is a very different type of high school. In the development of the brand for McClure Health Science High School, students, families, and community members were asked to give input of what they envisioned for this type of school. Meetings were held to provide an opportunity for engagement and allow suggestions to be heard. Through research and development, many drafts were submitted in an attempt to capture our shared vision for our school. We are extremely pleased with the end result and feel that we have created something unique and different that will help define our new school community.”

Visit the newly launched web site for McClure Health Science High School to learn more about the school.