



Unit 4 – 75 Thornhill Street
Morden, Manitoba
R6M 1P2

Phone (204) 822-4448
Fax (204) 822-4262
E-mail: divoff@westernsd.mb.ca
www.westernsd.mb.ca

Press Release

For Details Contact: Samuel Jerema, Principal of École Discovery Trails, (204) 822-4448

School Logo and Team Name Chosen for École Discovery Trails

Morden Manitoba,
Thursday, June 27, 2024



École Discovery Trails is excited to introduce the “Dinos” as their school team name. The dinosaur logo was a common theme amongst community responses when we were initially naming the new school and has been echoed more recently in the community and from student input. The number of mosasaurs and dinosaurs drawn by students gave the school logo and team name committee a lot of confidence when choosing “Dinos”. Once the name was chosen, the vision for the school and rationale for the logo was communicated by a dedicated committee of École Discovery Trails teachers, educational assistants and parents and shared with a graphic designer who worked with sketches and ideas from students and community members.

The team logo incorporates a stylized Tyrannosaurus rex in shades of blue and green with the school’s name across the middle. Logo designer, Brooke Nelson, had this to say about the concept, “I wanted the logo to feel dynamic and energetic, something the students can get excited about! I used a layering effect with the shield, leaves, dinosaur and name so that it feels like the dinosaur is climbing out of its environment. I used vibrant and bold colours to draw attention and bring the logo to life, and I chose fonts that felt bold, strong and athletic to match the style of the other elements in the logo.” Colours used in the logo give students and community members a bit of a hint towards our school colours that will be unveiled later this summer when students return for the fall term.

École Discovery Trails, set to open in September, will be a dual-track (French Immersion and English) school, for kindergarten to Grade 8. The word “Dinos” is a bilingual word which is used in both languages, making it a great fit for the school... Go Dinos! / Allez les Dinos!