

HOW MIGHT WE RECONSIDER OUR  
SCHOOL'S NAMESAKE OF  
“CRUSADERS” AND REPLACE IT  
WITH SOMETHING THAT REFLECTS  
INCLUSIVITY.

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# History

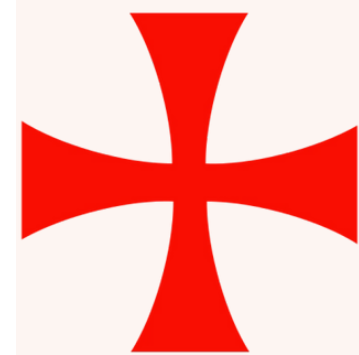
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The background is a detailed historical painting depicting a battle scene. In the foreground, soldiers in chainmail and surcoats are engaged in combat. In the background, a city with prominent domes and minarets, likely Jerusalem, is visible under a hazy sky. The painting is rendered in a style reminiscent of 19th-century historical art.

## WHO WERE THE CRUSADERS? AND WHAT WERE THE CRUSADES?

In the period from 1090 to 1400, the Crusaders were one of the most powerful forces. They were created with the express purpose of reclaiming the Holy Land from the opposing forces (the Mamluks), who had taken the holy land and were imprisoning Christians there. The Crusaders, who were knights and were primarily motivated by their faith, inflicted unjust harm on many Muslims, including many men, women, and even children. Jerusalem was destroyed in 1098 and 1099. Hundreds of men, women, and children were murdered by the Crusaders when they invaded the Egyptian Fatimid-occupied city of Jerusalem.

The Crusades were a total of 8 wars, but not all of them were successful. The first six Crusades were very successful and effective for them, but King Louis IX was installed as the new king to lead the seventh and eighth crusades. Because they lost the 7th Crusade and King Louis IX was assassinated soon after arriving in Egypt to take land during the 8th crusade, these Crusades weren't very successful. Numerous crusades resulted in victories for the crusaders but at the expense of thousands of Muslim lives.



THE IMAGE YOU SEE HERE  
WAS FOUND ON MANY OF THE  
CRUSADERS EQUIPMENT. IT  
REPRESENTS THE CRUCIFIXION  
OF JESUS.





# School History

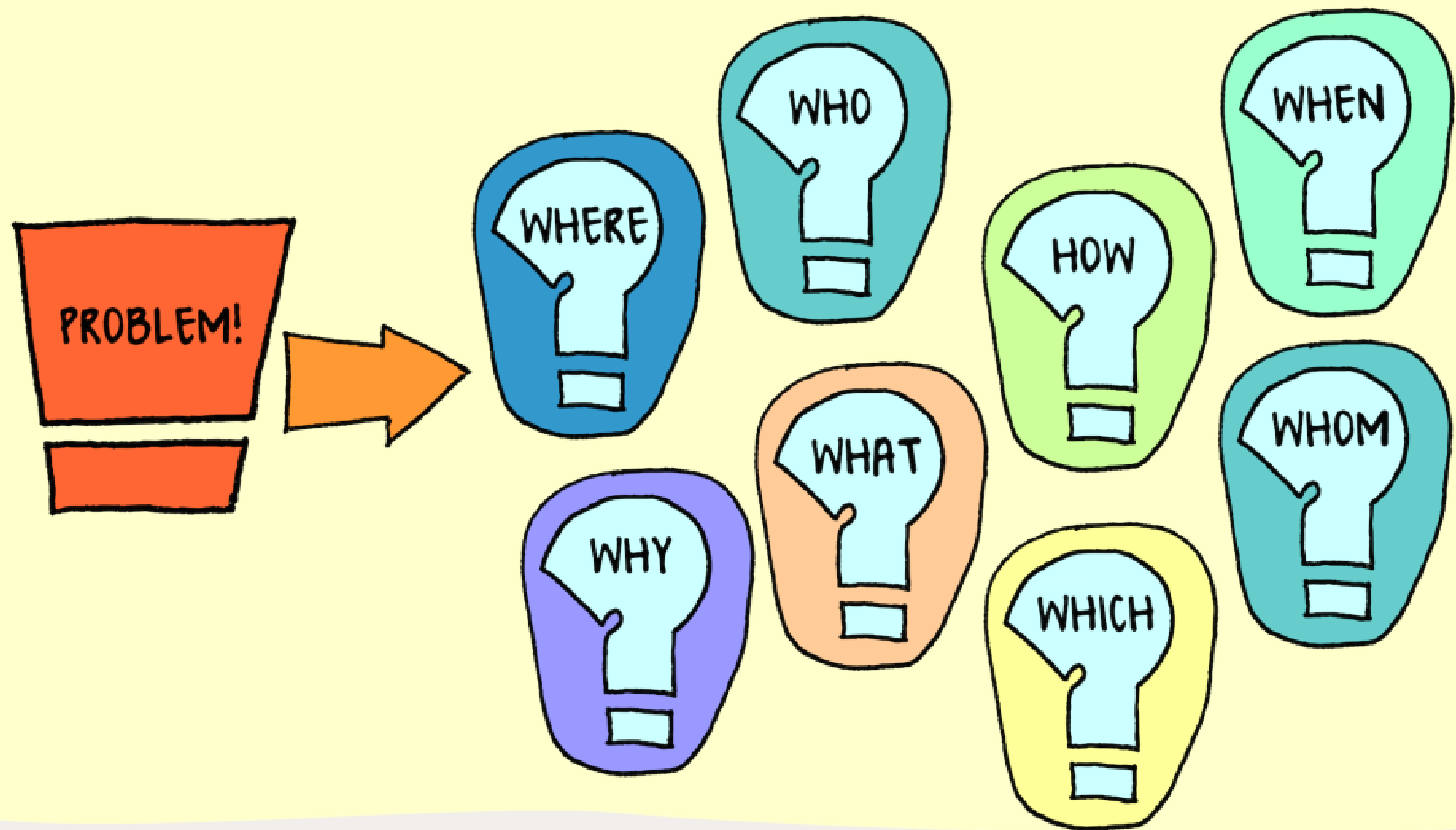


## History behind the usage of Sacred Heart

- Sacred heart is the sacred heart of Jesus made to represent an object of devotion.
- The heart was made to exemplify Jesus' love for humanity
- Sacred heart was a school name used for the first residential school in the Canadian North

## Sacred Heart Catholic High School (Newmarket)

Around January of 1969, York Region Board passed motion to build more catholic schools. The main reason why was because there was a high increase of catholic education in the late 1900s. September 1979, Sacred Heart Catholic High School was opened with a total of 265 students attending.



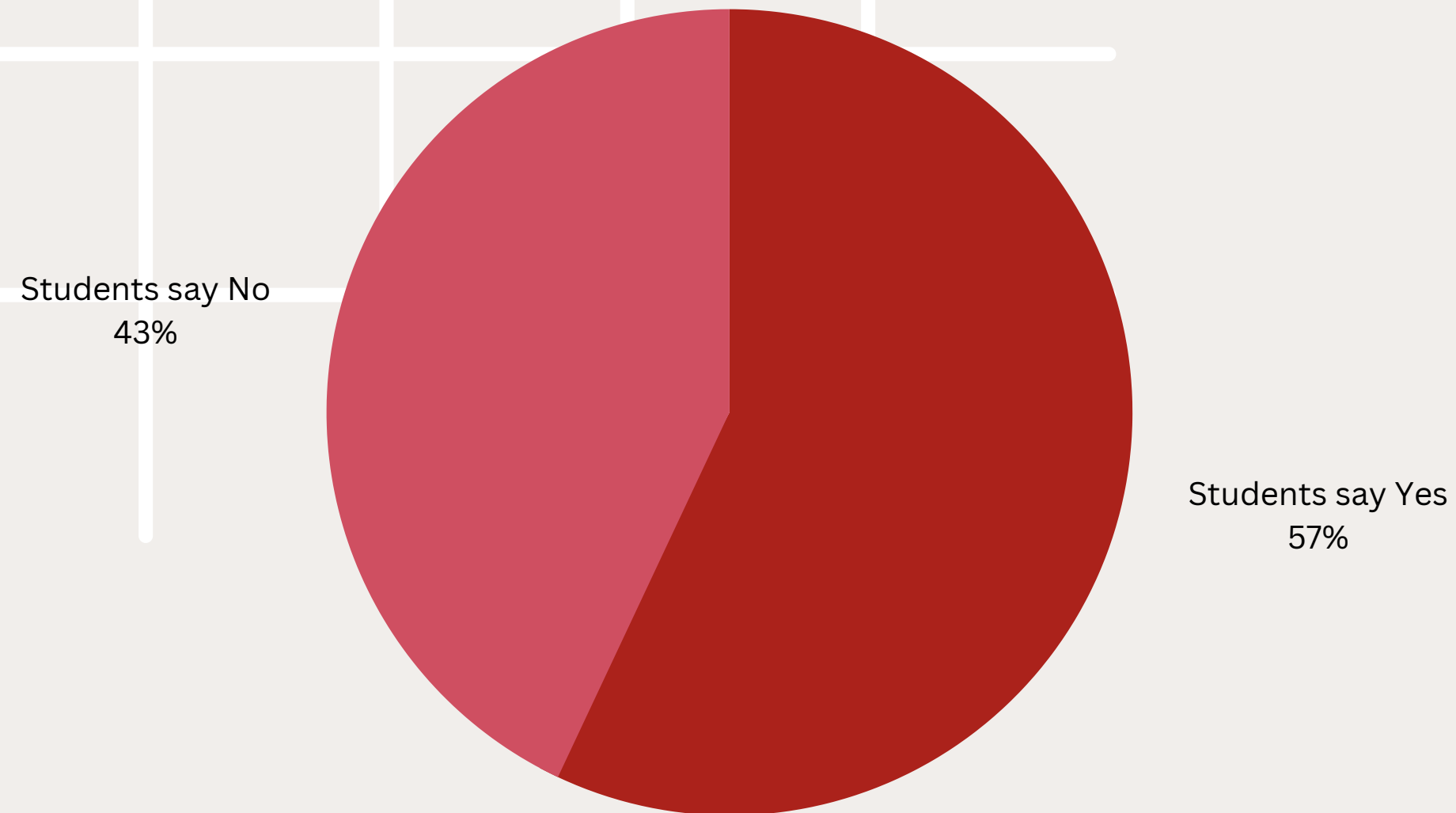


# Student Survey

We asked 7 Sacred Heart students a series of question about the schol mascot  
Corky the Crusader

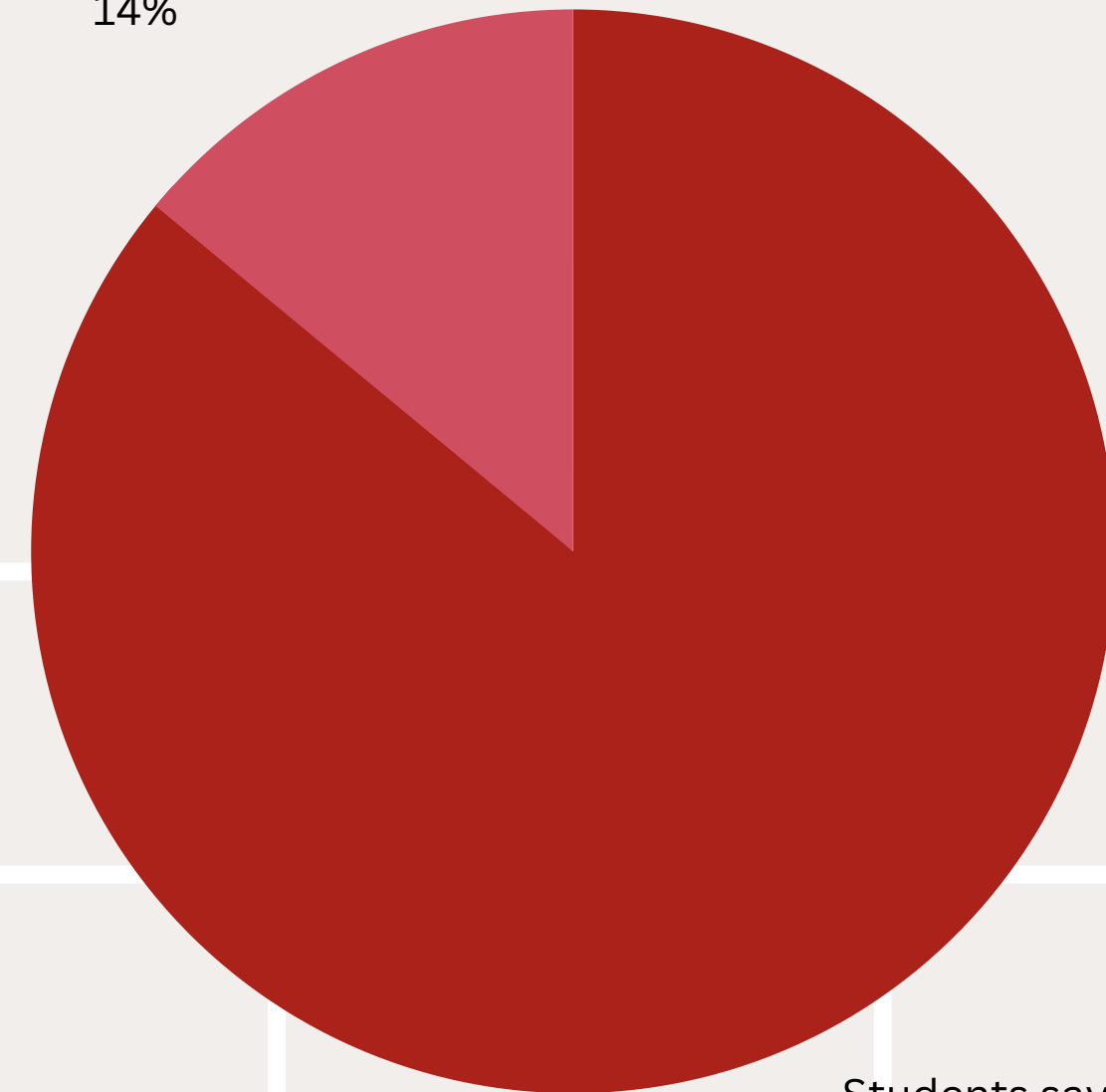


Do you know the History Behind the  
Crusaders?



Do you know Corky the Crusader?  
What's your opinion on him?

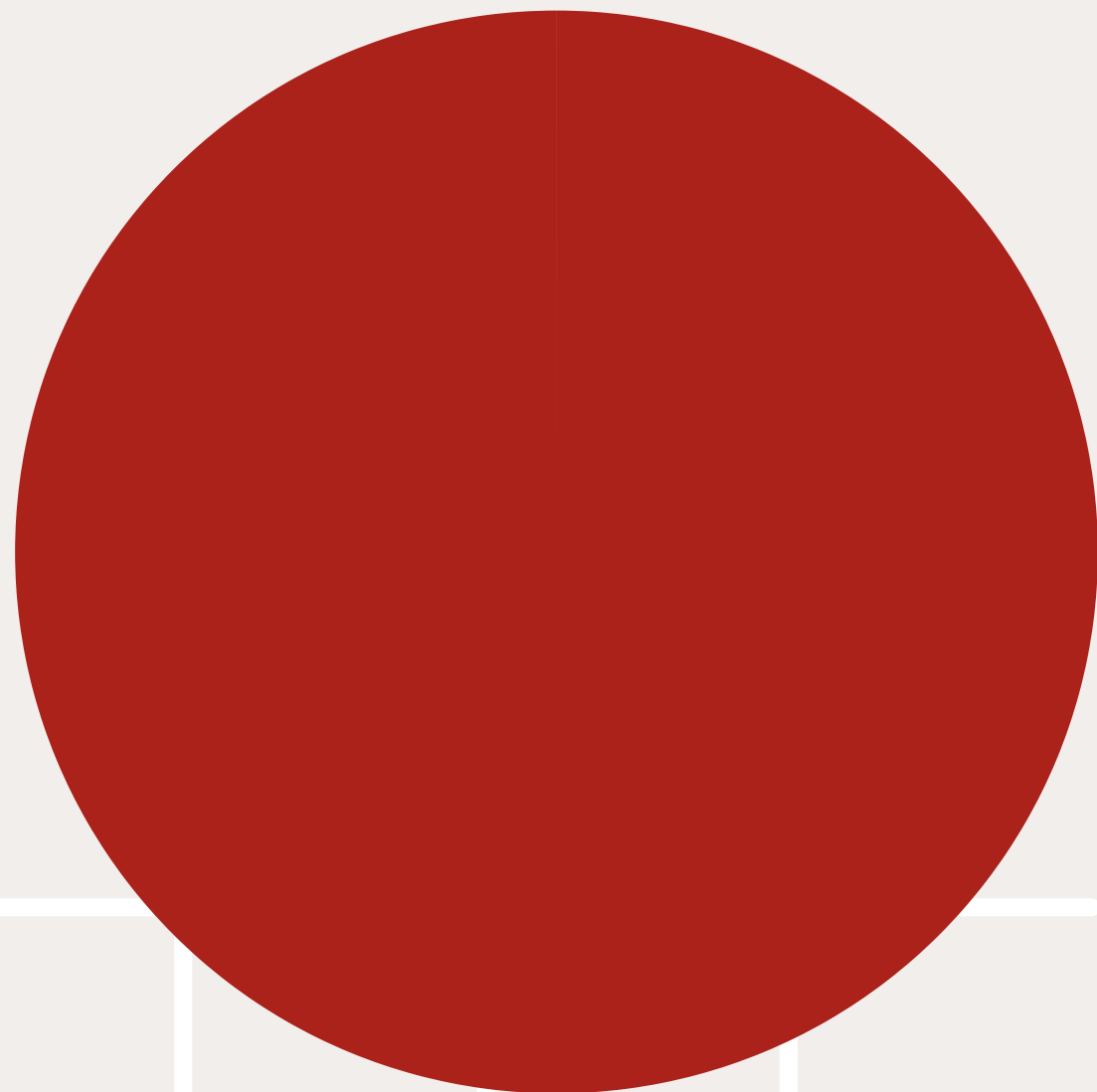
Students say No  
14%



Students say Yes  
86%

Common responses:  
"I think he's inappropriate/ not a good representation"  
"I don't care"

Do you think crusaders represent us as  
a community?



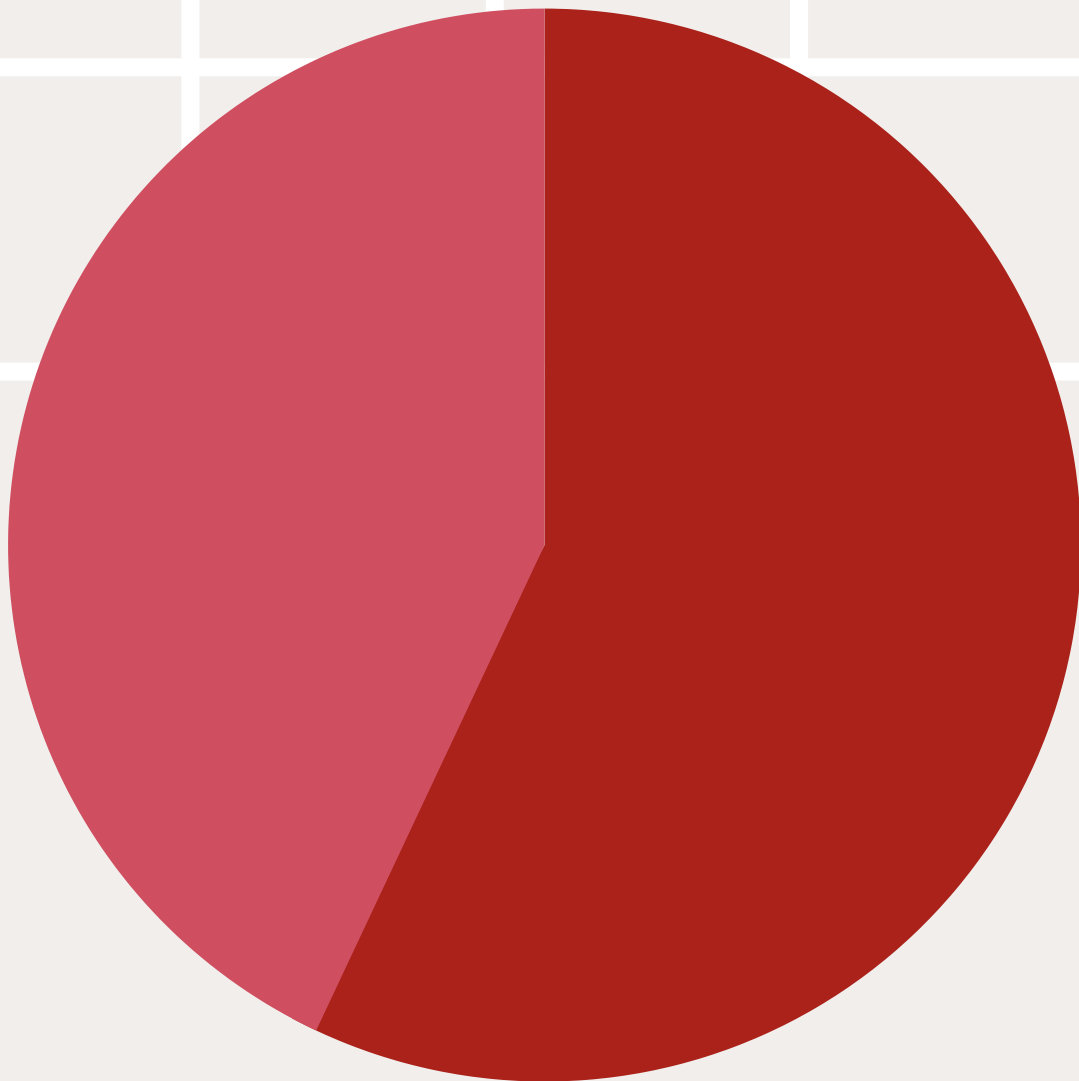
Students say No  
100%

Common responses:

"No one knows about crusaders"

"As a catholic school its wrong, Crusaders murdered people of  
other religions"

Would you be more involved in school spirit if  
we had an active mascot? (Sports, school  
events, ect.)



Students say No  
43%

Students say Yes  
57%

If you could change Corky to  
another mascot what would it be?

Common responses:

"A strong animal that has strength to  
represent our sport teams"

"Winged creatures (Bees, crows, angel wings)"

# Project Objective

Sacred Heart Catholic High School has had Corky the Crusader as mascot for many years. However, are crusaders a good representation for the Sacred community? A catholic high school that is meant to feel inclusive and welcoming for everyone. There is an aspiration to rid Sacred Heart from the off putting face of our community and replace it with a character more appealing. The objective is to change Sacred Heart Catholic High schools mascot both the name and image to a suitable design that is appropriate for our school. A mascot for the Sacred community needs to be inclusive, fun, but give off the strong competitive nature many of the students have.



Issue 1  
The name  
'Crusader'

Issue 2  
What it represents when  
used for a Catholic  
school

Issue 3  
Excludes  
Diversity



# The Name "Crusader"

Starting with the very first issue, the name “Crusader”. As previously mentioned in the background, Crusaders were not a symbol of peace or harmony. They are associated with heinous crimes and acts of slaughter. It was a title that struck fear into those of different beliefs and is still used as a symbol of hate for many (i.e. being used as a symbol for anti-muslim behaviour.) As a community many students have yet to learn about them or even know what they are, so the name “Crusader” has been able to fly right over their heads.



# What it represents when used for a Catholic school



The acts of Crusaders were made in the name of the catholic church. Thus instigating forms of prejudice when used for Sacred Heart. The Sacred community is supposed to be welcoming for all, accepting of people regardless of religion. However when the image of a crusader is put in place it begins to represent a community of violence and hatred. As students support the mascot Corky the Crusader - what is mindless fun to them can be insinuated as support for the past actions against muslim and jewish people to those outside the school community.

# Excludes Diversity

Sacred heart is meant to be inclusive of everyone, and having the mascot of a Crusader excludes that inclusivity. When googled - “Crusader” or “Who were the Crusaders?” The first images to appear are predominantly white men in the Crusader armour. Sacred is a school that has both boy and girl sports teams, thus when using the Crusader as a mascot it does not properly represent the two teams - as Crusaders were predominantly men. Sacred embraces all forms of diversity in the community, that diversity is broad and is difficult to represent using a character that is commonly seen as a White European. When using that to display Sacred Heart it sets a tone for an unwelcoming environment towards those of different races and ethnicity as they will not be represented through their school mascot.



The image features a central red diamond shape on a light gray background. The diamond is composed of four smaller red triangles meeting at their vertices. The word "Stakeholder" is written in a white, serif font across the center of the diamond.

Stakeholder



# Sacred Heart Students



What do we like?

Who are we?

Why are we Sacred?



# Sacred Heart Students

Students of Sacred Heart range from the ages 14 - 18, they are diverse in race, ethnicity, religion, and sexuality. Sacred students have a competitive nature - as seen in the sports teams and small events throughout the school year. Sacred is filled with students who prioritize grades and education - always striving to do their best. The sacred community is filled with colour, pleasant sounds, and creativity from the artist, yet we are calm and peaceful during mass and prayer. Sacred students are filled with fun personalities, they enjoy hosting interactive events and fundraisers bringing the community closer together.







Sacred Lynxs





# What a Mascot Needs

The community of Sacred Heart requires a mascot who can make everyone feel comfortable, regardless of their religious affiliation. one that embodies the spirit, power, and core of competition. A mascot that conveys a connection to family and a lively, lighthearted side.



# Sacred Lynxs

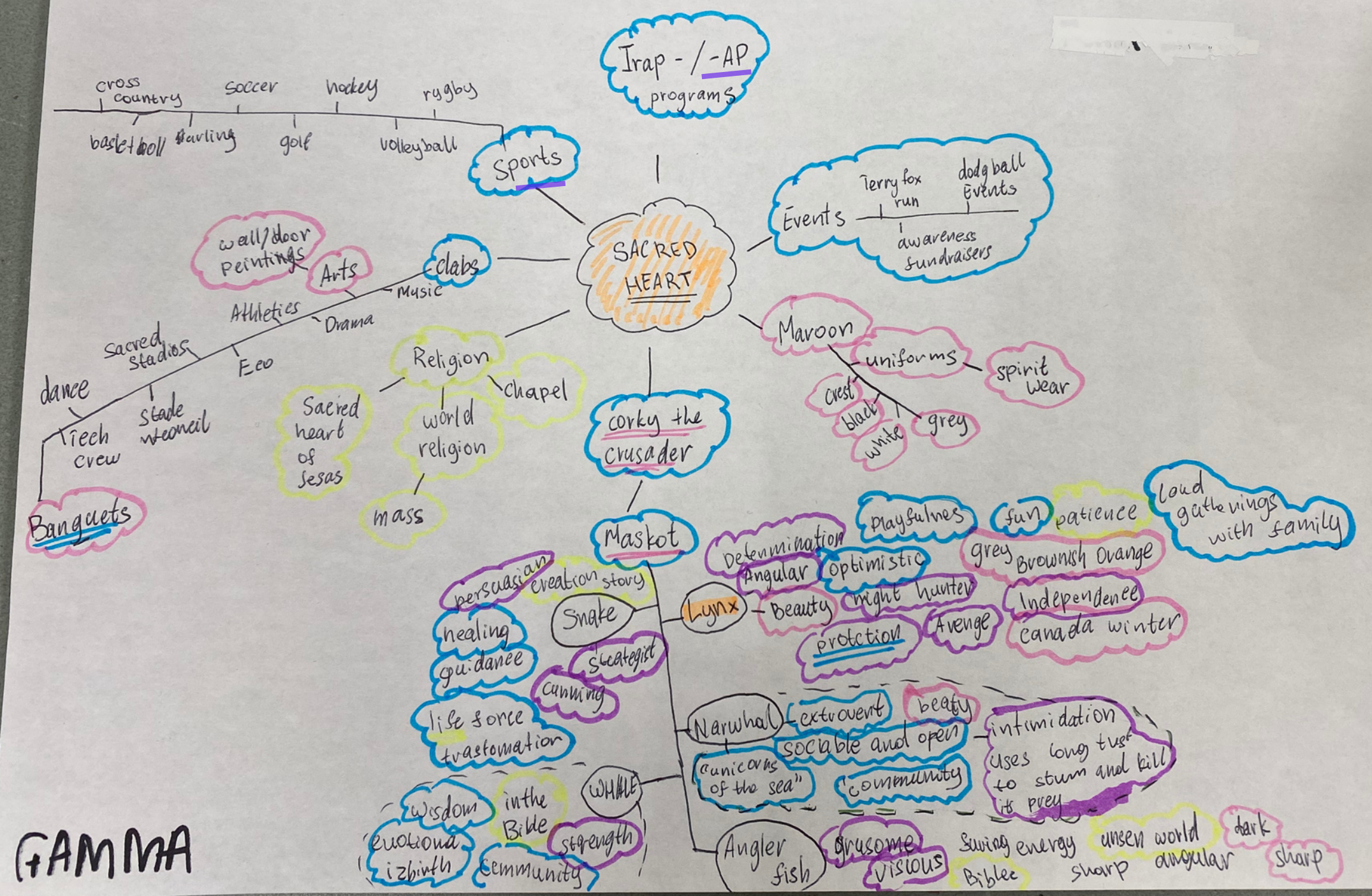


The apex of these connotations is represented by the moniker "Sacred Lynx." Lynx are symbols of grace, independence, joy, and safety. As this mascot won't rely on a human figure to symbolize the diverse student body, it will provide a better image for the community. By using an animal, the appearance can be made to be more representative of the community and to emphasize Sacred's character attributes. Lynx are powerful predators that symbolize the desire for victory, but they also exhibit patience and accuracy, which are symbols of the Sacred Hearts.

# Planning



# Mind map (new)



GAMMA

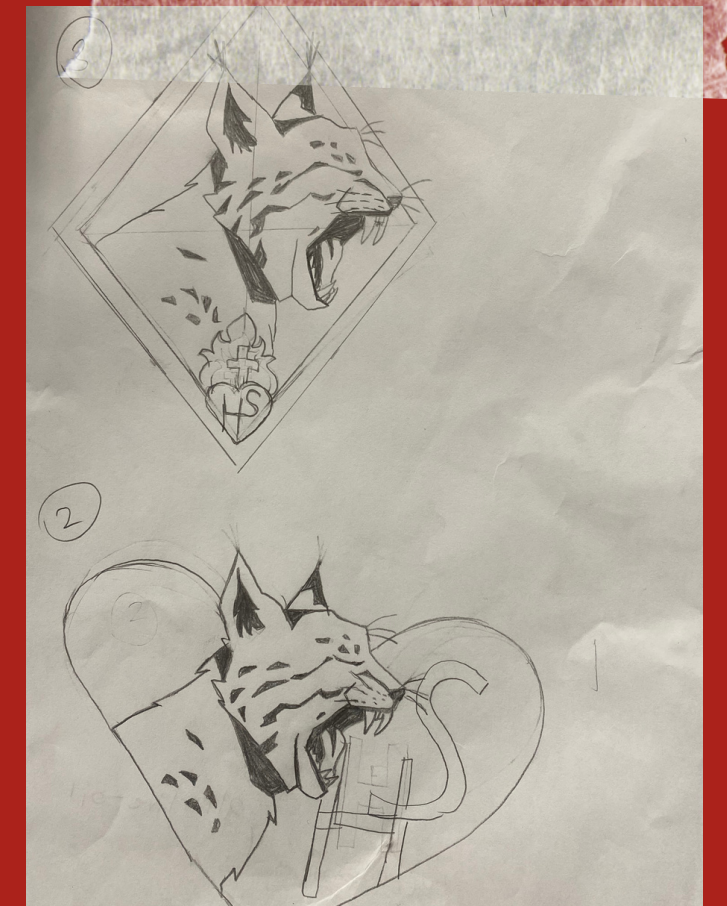
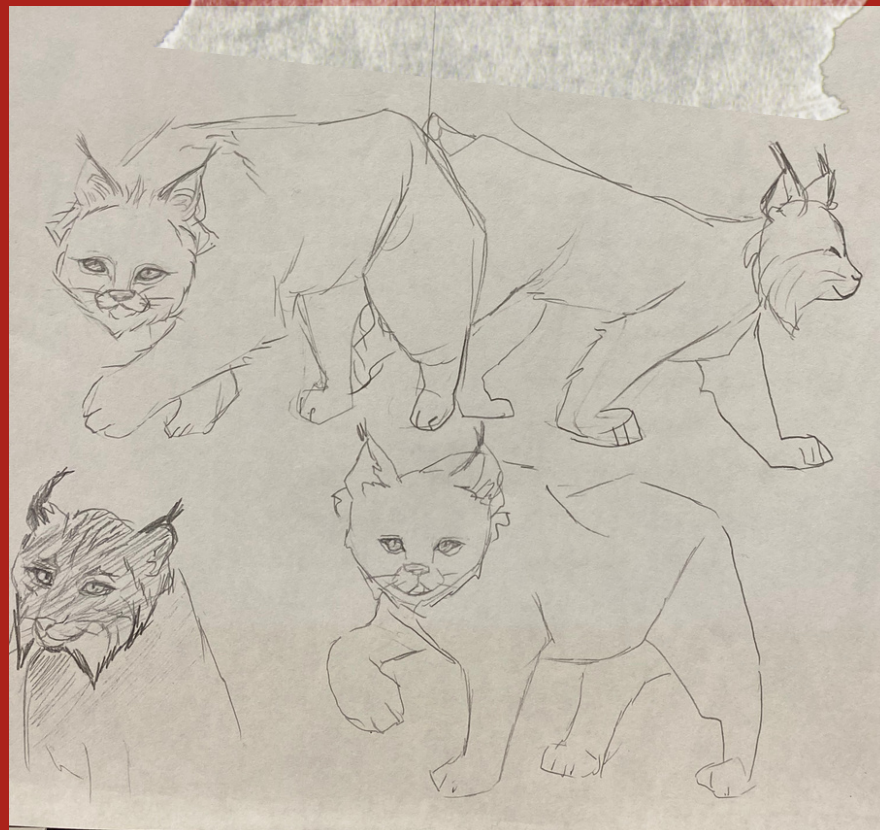
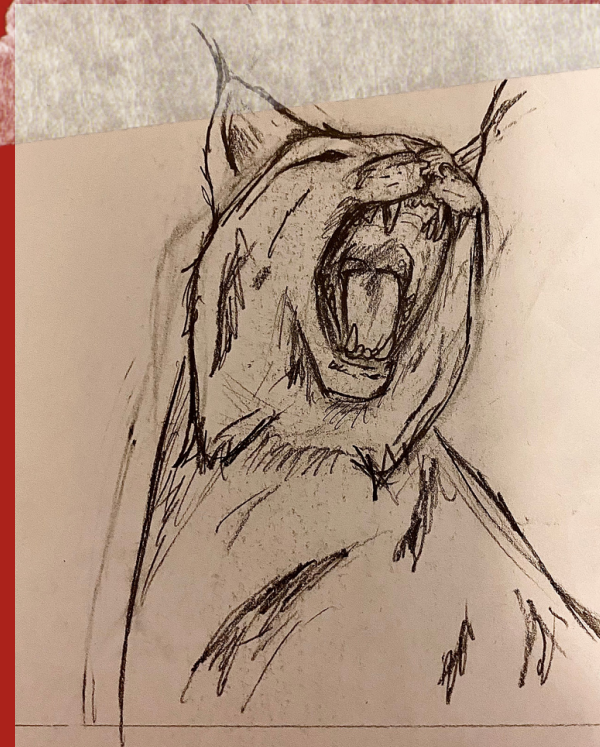
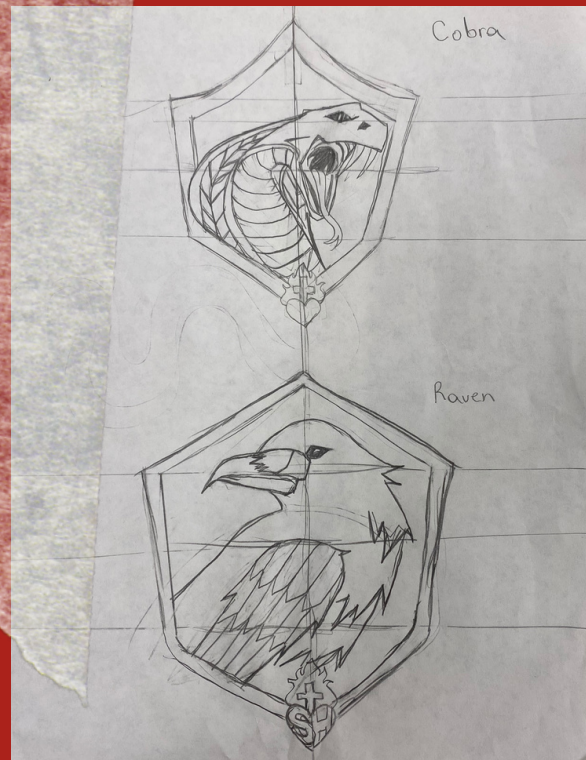
- Aesthetics
  - Competitive ness/Aggression
  - Positive energy
  - Religion
- Competitive (positively)      Inspirational
- Aesthetics (look good)
- welcoming
- fun
- Inclusive
- hard working
- Persistent (work, sports, clubs)
- creative
- smart



# Sketches

## Mascot designs

### Rough Ideas





# Final Renders



# Final Mock Ups







# Final Thoughts



The  
End