

History of the Newfield Otter Logo

By Sharon Campos

Once upon a time, Ms. Linville and Mrs. Campos were advisors for the Newfield Elementary Student Council. In the Fall of 1991, the newly elected student council was brainstorming activities for the year and one of the ideas that came up was to have a logo specific to the elementary school. Many names were bandied about including: The Flames, the Buzzing Bees and the Otters, specifically referring to river otters who are native to our own lakes, ponds and rivers. The entire school voted and this is how The Otter was chosen to represent the elementary school. Otters are playful, earnest, fun-loving, loyal to their family members and very skilled at surviving and adapting to their surroundings.

The next step was to get a visual representation for our new mascot, so the Student Council decided to hold a fund raiser to pay a professional artist to design our logo. We were extremely fortunate to book Steve Serig, an artist and owner of Acorn Designs out of Trumansburg, to hold a nature-themed notecard and stationery sale in the library. We had a super successful sale and the profits were used to hire Mr. Serig to design and draw our stunning, "We otter be great! We're Newfield!" logo with the swishing, smiling otter.

This logo has been THE logo representing the Newfield Elementary School and has been printed on t-shirts, canvas tote bags, mugs, badges, banners, awards, flyers, rubberstamps and thus our own stationery and note cards, just for starters.

And that's the history of how the Newfield Elementary School came to adopt the otter as its logo, and a fitting one it is.