



CATAWBA COLLEGE
Athletics Branding
Mascot Options

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Mascot Options - 1

River Cat





Mascot Options - 1

WHY IS THE RIVER CAT A GOOD CHOICE FOR A MASCOT?

1. SYMBOL OF ADAPTABILITY

- The River Cat symbolizes adaptability—the ability to navigate changing currents and thrive in diverse environments.
- Our athletics teams face various challenges, and the River Cat serves as a reminder to adapt, strategize, and overcome obstacles.

2. REFLECTS UNITY

- The River Cat embodies the unity of the Catawba Indian tribe, reflecting a sense of community and togetherness.
- In athletics, teamwork is crucial, and the River Cat serves as a rallying point, fostering a strong sense of unity among our athletes, students, and fans.

3. DEEP CONNECTION TO NATURE

- Rooted in the Catawba River's history, the River Cat connects us to the natural environment that surrounds Catawba College.
- This connection instills a sense of appreciation for the environment and encourages a harmonious relationship with the world around us.

4. INSPIRES RESILIENCE

- In the face of challenges, our athletes channel the River Cat's resilience and positive spirit, demonstrating determination, perseverance, and a never-give-up attitude.

5. UNIQUE AND MEMORABLE

- The River Cat stands out as a unique and memorable mascot, with its sleek, river-inspired fur.
- In a sea of mascots, the River Cat captures attention, making Catawba College athletics memorable and distinct.

6. CONNECTION TO LEGACY

- The River Cat continues the legacy of the Catawba tribe, linking the past, present, and future.
- It symbolizes a bridge between generations, showcasing the enduring spirit that has shaped Catawba College and its athletics programs.

The **River Cat** is a powerful and symbolic representation of Catawba College athletics, embodying adaptability, unity, a deep connection to nature, resilience, and a commitment to honoring traditions.

It serves as a source of inspiration, bringing a unique and memorable identity to our sports teams and fostering a sense of pride and community among our college community.





Mascot Options - 1

THE ORIGIN OF THE

River Cat

Long ago, in the heart of the Piedmont, where the currents of the Catawba River whispered ancient secrets, there lived a sleek and adventurous River Cat.

This feline possessed an extraordinary connection to the river, navigating its currents with unparalleled grace and swiftness. The River Cat's sleek movements and keen instincts earned the respect and admiration of the Catawba tribe. With its nimble paws and love for exploration, the River Cat had a destiny that flowed seamlessly toward Catawba College athletics.

As the legend goes, the River Cat became a symbol of adaptability, strength, and the ability to navigate life's challenges with fluidity. Tribe elders would share tales of the feline's prowess, weaving lessons of resilience and perseverance into the narrative of the River Cat.

Now, the River Cat proudly stands as the symbol of Catawba College's athletic teams, a living tribute to the ancient legend and a source of inspiration for all who proudly wear the college colors, reminding them of the strength that comes from embracing life's currents with agility and determination.





Mascot Options - 2

Red Fox





Mascot Options - 2

WHY IS THE RED FOX A GOOD CHOICE FOR A MASCOT?

1. CLEVERNESS AND STRATEGY

- Known for its cleverness and adaptability, the Red Fox symbolizes the strategic thinking and quick decision-making of athletes.

2. DYNAMIC AND AGILE

- Our athletes strive for agility on the field, and the Red Fox serves as a symbol of swift, purposeful movements and quick reflexes.

3. VIBRANT AND ENERGETIC

- The vibrant and fiery fur of the Red Fox adds energy and enthusiasm to the college's athletic spirit.

4. CONNECTION TO NATURE

- The Red Fox serves as a bridge between the Catawba Indian tribe's reverence for nature and the college's commitment to environmental awareness.

5. INSPIRES TENACITY

- The Red Fox's tenacity in the face of challenges inspires our athletes to approach competition with determination and resilience.

6. ADAPTABLE TO VARIOUS ENVIRONMENTS

- Our athletes are encouraged to adapt to different playing conditions, and the Red Fox serves as a symbol of versatility and flexibility.

7. SYMBOL OF PRIDE AND IDENTITY

- The Red Fox, with its distinct characteristics, provides a unique and memorable identity for Catawba College athletics.

The **Red Fox** serves as a meaningful bridge between Catawba College and the Catawba Indian tribe, embodying shared beliefs, cultural significance, and a deep connection to nature.

The mascot's rich folklore and symbolism contribute to its significance, resonating with the spirit and values of Catawba College athletics.





Mascot Options - 2

THE ORIGIN OF THE **Red Fox**

In the heart of Carolina Piedmont, where the rustling leaves and the whispering wind told tales of old traditions, there lived a cunning Red Fox named Ember.

His fur was a fiery hue, blending seamlessly with the vibrant colors of autumn. With his sharp eyes and agile moves, Ember was known to navigate the dense forests with unmatched skill, always outsmarting his prey and adapting to any challenge in his path.

Recognizing the symbolic significance of the Red Fox's traits, a powerful and wise elder of the Catawba Indian tribe saw an opportunity to inspire the tribe's young warriors. Soon, tales

spread of Ember's exploits, emphasizing the importance of agility, intelligence, and resilience in overcoming life's obstacles.

Today, the Red Fox stands proudly as the symbol of Catawba College's athletic teams, a representation of the tribe's ancient legend and a source of inspiration for all who wear the colors, reminding them of the enduring spirit of Ember and the lessons passed down through generations.





Mascot Options - 3

Cardinal





Mascot Options - 3

WHY IS THE CARDINAL A GOOD CHOICE FOR A MASCOT?

1. TRADITIONAL SYMBOL OF PROTECTION

- The Catawba Indian tribe regards the Cardinal as a protector of their land, symbolizing watchfulness and guardianship.

2. CONNECTION TO LOCAL WILDLIFE

- As the North Carolina state bird, the Cardinal is common in the region, making it a representative mascot that resonates with the local environment.

3. GRACEFUL AND AGILE

- The Cardinal's graceful flight and smooth movements inspire a sense of agility and finesse, qualities valued in athletics.

4. VERSATILITY AND ADAPTABILITY

- Cardinals are adaptable birds that thrive in various environments, reflecting versatility—a trait crucial for success in athletics.

5. POSITIVE AND UPLIFTING SYMBOL

- The Cardinal's presence is often associated with positive energy and good fortune in folklore.

6. INSPIRATION FROM NATURE

- Catawba College's commitment to environmental stewardship is reflected in the Cardinal mascot.

The **Cardinal** serves as an excellent mascot for Catawba College athletics due to its vibrant symbolism, connection to local wildlife, traditional protective qualities, timeless symbolism, graceful agility and strong community connection.

The mascot encapsulates the spirit and values that Catawba College seeks to instill in its athletes and community.





Mascot Options - 3

THE ORIGIN OF THE

Cardinal

From the heart of the Catawba territory, came a legend of a majestic cardinal named Blaze, whose vibrant red feathers were said to reflect the tribe's indomitable spirit.

Blaze was more than just a bird; he was a guardian, a watchful protector of the Catawba people. As the legend goes, Blaze had a keen eye for danger and a sharp intuition that warned the tribe of impending threats. The Cardinal's melodic songs were believed to carry messages from the spirits, guiding the Catawba people through both times of peace and adversity.

Now, the Cardinal stands as the emblem of Catawba College's athletic teams, a living tribute to the ancient legend of Blaze and a constant reminder to all who wear the colors.

Blaze is a living embodiment of the Catawba spirit, soaring above the athletic fields, watching over the students with a watchful eye. And reminding everyone of the enduring strength that comes from protection, unity, and the watchful eye of the guardian Cardinal.





Mascot Options

ARGUMENTS AND CONSIDERATIONS

RIVER CAT

1. NOT A REAL ANIMAL?

- There is no official River Cat species of felines.

2. COMMON USE

- While River Cats are unique, they are similar to bobcats or other small felines which are quite prevalent among other schools/teams.

3. CURRENT MASCOT EXAMPLES

- Sacramento River Cats (MiLB)

RED FOX

1. CHANGE COLOR TO BLUE?

- How about River Fox?

2. SAME NAME AS FAMOUS COMEDIAN REDD FOX

- Largely a generational concern?

3. CURRENT MASCOT EXAMPLES

- Marist College
- Indiana Fort Wayne

CARDINAL

1. COMMONLY USED

- There are already several other schools/teams that use Cardinals as their mascot.

2. NOT VERY FIERCE

- Cardinals are not very intimidating.

3. CURRENT MASCOT EXAMPLES

- University of Louisville
- Lamar University
- Minnesota State University - Mankato
- Flagler College
- Trinity University
- *More...*





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