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Dear BNL Community,

The BNL Athletic Department, in conjunction with the Merged Sports Committee (a committee composed of BNL student-athletes, parents, coaches and both school's Athletic Directors), is proud to announce the completion of the new BNL Athletic sports logo and the introduction of new team colors. This process was student led and driven with the Berlin and New Lebanon Athletic Departments and Merged Sports Committee (MSC) helping to craft the design based off of student responses.

The How:

In working with the MSC, the BNL Athletics Departments released a student survey with a color palette and examples of potential mascots, based on the students' feedback. Students were also given the opportunity to write in comments and/or suggestions. After reviewing all of the surveys, students selected the colors of Black (New Lebanon CSD's secondary color) and Gold (Berlin CSD's secondary color). Students' suggestions of potential mascots, with the goal being to combine the essence of both school's mascots, were also reviewed for the final decision.

The What:

The BNL Athletic Department and MSC then held a search to find a design company to draft a logo for the new mascot, Mountain Lions. Springhill Designs was selected to craft the artwork for the new logo and the MSC then voted on the best choice for the BNL Athletics program.

The Now:

This is an exciting time for the BNL Athletics program and we are proud of the collaborative work that took place during this project. The new logo and colors were approved by both the Boards of Education at Berlin CSD and New Lebanon CSD at their last board meetings.

A team apparel shop is coming soon and the BNL Athletic Department will also have the first new uniforms for varsity level sports during the 2023-2024 Winter and Spring sports seasons. Fall sports will have new uniforms and apparel at the varsity level for the 2024-2025 season.

While keeping individuality as districts, the Berlin Mountaineers and New Lebanon Tigers are now embarking unified and look forward to rooting on the BNL student-athlete Mountain Lions as they take to the fields, courts and tracks.

Thank you to our entire BNL community for your help and support of our student-athletes!

#GoBNL
#MountainLionCountry
#BlackandGold

