

Our House Crest

.....

The most important visual representation of each House is its House Crest. This is a specially designed Coat of Arms filled with

symbols that speak to the values of the House. The crests should never be changed or altered. Preserving them builds House heritage!

Heart

The heart sits at the top of the crest because the heart is where kindness, generosity, and purity are born.

Diamond + Shield

The diamond on the shield, in the center of the crest, represents the importance of protecting others with unity and wisdom.

Giver

“Altruismo” is Portuguese for “altruism,” or “the givers” — and that is what we are known for being!



Griffin

With the head of an eagle and the courage of a lion, the griffin is one of the most powerful of all animals known for both strength and grace, fierceness and nurturing.

Black

The color black represents prestige and an elite quality, just like our kids. We are a House filled with talent, and we like to win.

Black is also the one color that contains all other colors — representing our goal of empowering all others.

Altruismo's Hand Signal

House hand signals are used in meetings or gatherings, to rally around the House, encourage and support one another, or just for fun to show pride and spirit.

The House of Altruismo's hand signal is **The Quivering Snake**. To make this, place one arm down, out in front of your chest, to form a base. The other arm bends at the elbow and raises to sit on top of the base. Curving the hand down, it becomes a quivering snake head!



THE QUIVERING SNAKE

Altruismo's WSA Cheer

Alturismo 1: A - L - T

Alturismo ALL: R - U - I - S - M - O

Alturismo 1: B - L - A - C - K

Alturismo ALL: B - L - A - C - K BLACK OUT!



Title:

House of the Givers

Power:

The Power of Empowering Others

Heritage:

Brazil

Language:

Portuguese

Symbolic Animal:

The Snake

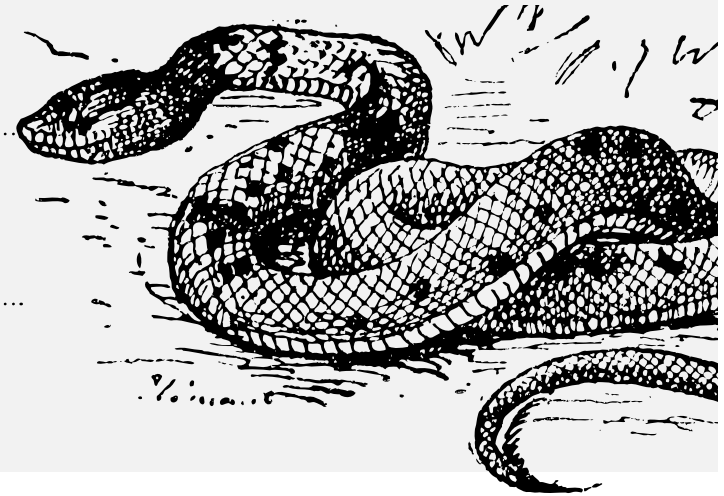
First Student Leader:

Tasleem Wilson

First Staff Leader:

Kim Bearden

Championships Won:

2007, 2008, 2009


HOUSE HISTORY Altruismo traces its origins to the rainforests of the Amazon, where a group of powerful Brazilians were given the name because of the Portuguese meaning behind it: “the Givers.”

This special group is known for striking a balance between bold strength and altruistic giving — a team that knows that real power comes not from looking out for yourself but from empowering others. They care deeply about lifting others up, but they also maintain a fiercely competitive spirit and pride. Historically, the House has been known for its smart and driven students, and Altruismo has produced more valedictorians per class to this day. Its members have been very involved in every club, committee, or activity that a school offers. Therefore, Altruismo takes great pride in being a cultivator of real leadership and instills a strong spirit within new members to grow into and live up to this legacy.

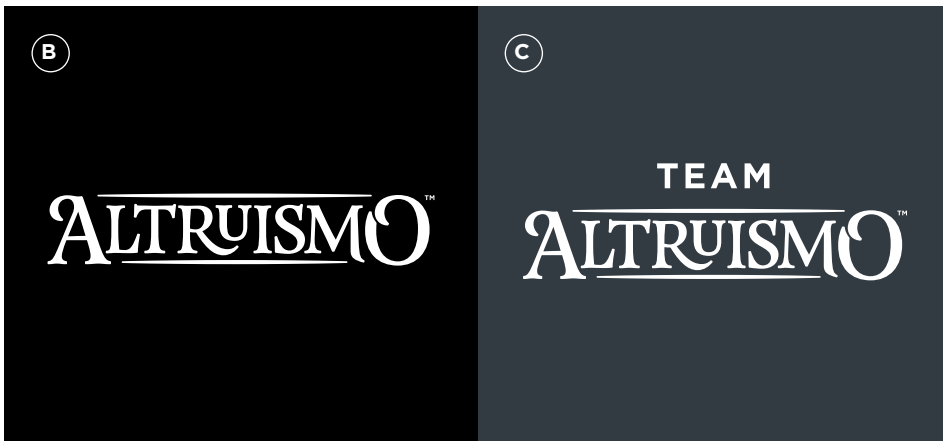
Altruismo’s rival is Rêveur. When the first House Championship was held, Altruismo and Rêveur were neck and neck. In the end, Altruismo, led by the student House Leader Tasleem Wilson, defeated Rêveur by one point. This stinging defeat prompted Rêveur’s staff House Leader, Mr. Ron Clark, to jokingly call Altruismo a House of snakes! But Altruismo chose to take this and turn it into their own secret symbolic animal. That is why, even though the crest features a griffin, members of Altruismo can be heard making a hissing sound — Sss! — or seen holding their hands like a quivering snake. They turned the symbol of a snake into something that doesn’t represent evil, but instead represents a bold and fierce power that is ready to strike and do great things at any moment.

TRADITIONS One of Altruismo’s traditions is hosting a holiday potluck each year where *all* of the students and parents of Altruismo bring food and celebrate. This communal meal shows their mission of being a House of giving.

Assets

All of the assets are available for download at
www.rcahousesystem.com/altruismo

- A — **House Crest**, the primary logo (comes in full- or 1-color)
- B — **House Name**, for signs and banners
- C — **Team Altruismo**, for team shirts and apparel
- D — **House Scroll**, alternate for signs and banners
- E — **Banner Icon**, for social media badges or *really* small use!
- F — **Secondary Logo**, for smaller or lower-detail print needs



Altruismo Black

RGB: R0 G0 B0

CMYK: C0 M0 Y0 K100

PANTONE: Black 6 C

HEX: #000000