



December 14, 2021

Dear Minuteman Students and Parents/Guardians,

It is an exciting time at Minuteman High School. With the resurgence of clubs, activities, and sports, the 2021-22 year marks growth and renewal for us all.

In recent weeks, you may have noticed updated logos and branding for our Minuteman Revolution sports teams. These designs were developed in collaboration with faculty and staff, including several coaches, last spring and finalized this fall. The athletics branding will be used on all sports-team apparel, uniforms, and banners – giving our student athletes a distinct identity and sense of pride. Soon, we will be selling sweatshirts, jerseys, and more, with the new athletic branding through our Student Store to support student activities. We are also announcing the launch of a student mascot naming contest!

It is important to note that the new athletics branding does not replace the primary Minuteman organizational branding. There are approved and non-approved uses of the branding, which is explained in a chart on the following page.

Examples of New <u>Athletics</u> Branding:	Examples of <u>Primary</u> Minuteman Branding to be Used on All Official and Non-Athletics Materials:
 <p>The left column displays new athletic branding. At the top is a large yellow 'M' with a blue outline and a black banner across the middle containing the word 'MINUTEMAN' in white. Below this are two versions of the text 'MINUTEMAN HIGH SCHOOL REVOLUTION': one in a clean, sans-serif font and another in a stylized, blocky font. At the bottom are two illustrations: a profile of a Minuteman's head in blue and yellow, and a full-body illustration of a Minuteman in a blue uniform playing a drum.</p>	 <p>The right column displays primary branding. At the top is a blue silhouette of a Minuteman's head next to the text 'MINUTEMAN' in a large, blue, serif font, with 'HIGH SCHOOL REVOLUTIONIZED' in a smaller, yellow, sans-serif font below it. Below this is a circular logo with 'MINUTEMAN' in a blue, serif font along the top arc and 'HIGH SCHOOL REVOLUTIONIZED' in a yellow, sans-serif font along the bottom arc, surrounding a blue silhouette of a Minuteman's head. At the bottom is a large blue silhouette of a Minuteman's head.</p>

### Primary Branding Has Not Changed

It should be noted that the new athletic logos and branding do not replace the Minuteman organization's overall logo and branding. In other words, the primary Minuteman logo and fonts remain the approved branding for all non-athletics aspects of the organization.

### Mascot Naming Contest

As part of our Minuteman Revolution athletics identity, we are rolling out a new mascot to "rev up" the crowd at games. The only problem: Currently, the mascot has no name. In January, we will launch a naming contest with students. Led by their Class Officers, each class will submit their name ideas. The winning class will receive a gift that will be announced in January.

Here are the images of the mascot:



### Style Guide and Approval Process

Minuteman is updating its style guide, which outlines the approved and non-approved uses of the district's branding for use on public-facing materials, such as letterhead, signs, posters, and clothing. Additional information will be released to staff about the updated branding and design procedures.

Students seeking to create branded clothing, posters, or other materials should speak with a teacher or advisor before doing so. Students, teachers, staff, and parents/guardians seeking to use Minuteman's branding on clothing or other materials must seek and obtain approval from Communications Director Dan O'Brien ([email](#); phone: 781-274-1019.) Unauthorized uses of the Minuteman branding are not permitted.

We will share more details with students about the mascot naming contest after the holiday break. This winter season, we hope you join us in cheering on the Minuteman Revolution!

Sincerely,

A handwritten signature in cursive script that reads "Edward A. Bouquillon".

Edward A. Bouquillon, Ph.D.  
Superintendent-Director  
Minuteman High School