



WASHBURN
HIGH SCHOOL

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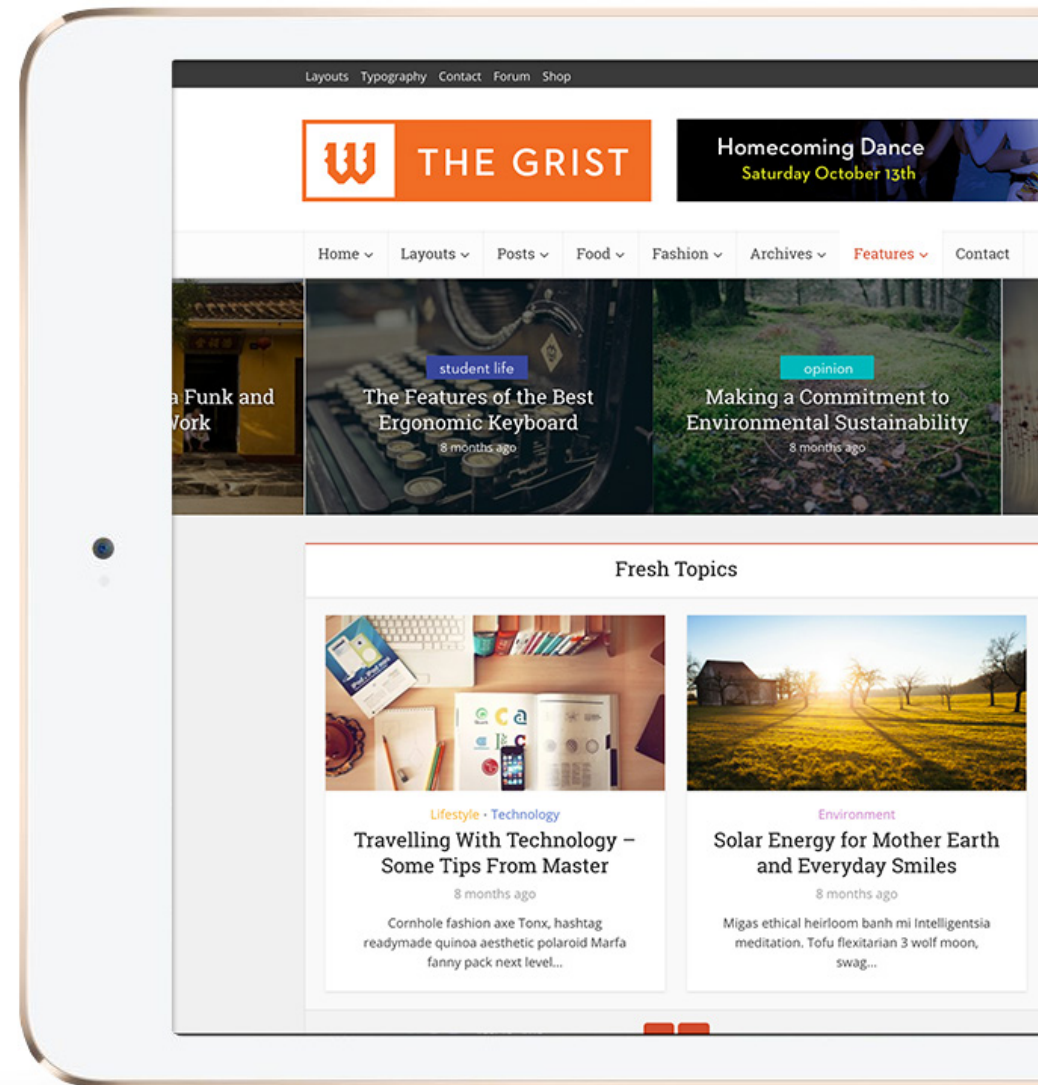
Reintroducing Washburn High School

Washburn High School has a long history of adapting to changing times, and in 2015 we decided it was time for Washburn to update its image. Not because we thought it needed fixing, but because we saw an opportunity to re-introduce Washburn to the community in a modern way. The graphic work on the following pages is the result of a collaboration between designers, staff, students and parents – and we think it represents the best of what Washburn is, and where we are headed.



About these Guidelines

These guidelines exist as a toolkit to help maintain a consistent visual representation across all assets within Washburn High School. They are meant to uphold the integrity of the institution and provide guides for how to establish and maintain a visual presence that is unique to Washburn.



Washburn History

Our goal was to make Washburn more visually contemporary without compromising the storied history and heritage of the school. In fact, we wanted to build on the premise that our school - through our namesake Cadwallader Washburn - is connected to many of the people, places and businesses that helped grow Minneapolis into the community it is today.





Inspiration from the past

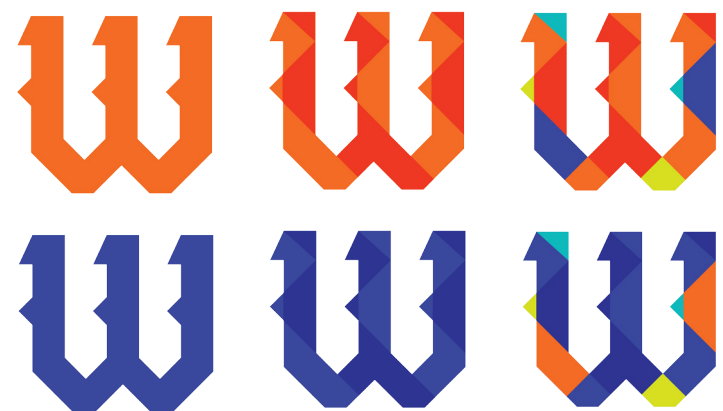
We are proud of Washburn's past and began this project by looking back at the design elements that have defined our school. The logo of Cadwallader Washburn's Gold Medal Flour - which gave us our orange and blue colors and the antique typography of The Grist's masthead. The Miller mascot that has undergone many incarnations over the years. The iconography surrounding wheat and milling. All of the elements were inputs into our process.

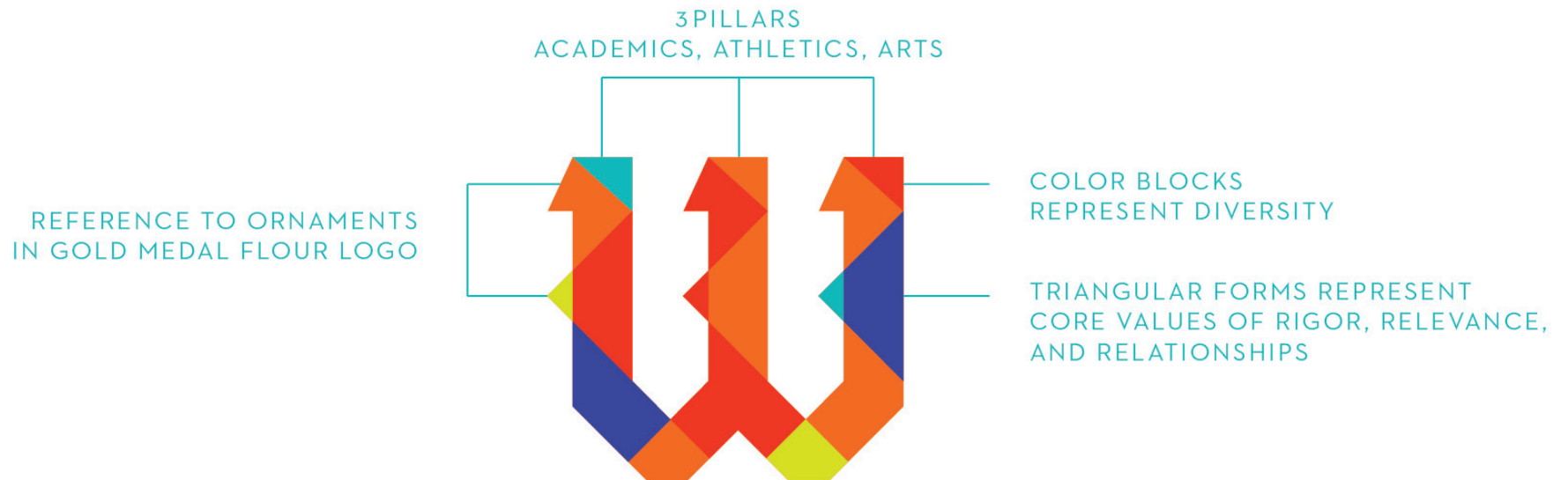
The Logo

Custom logotype fuses oldstyle letters with a bold modern sans serif to create a mark that feels both classic and fresh. The letter forms use ornamentation inspired by the typography from the gold medal flour logo.



WASHBURN
HIGH SCHOOL





The Washburn "W"

The "W" for Washburn has three even ligatures representing the three pillars of the education program: academics, athletics and arts. Each are equally represented. The schools core values of rigor, relevance, and relationships have been represented as a triangle in previous models so the "W" form has incorporated these shapes as a way to carry these values into the new identity. Colorblocks are used to express diversity and community within Washburn and how they fit together.



Miller Pride Seal

The Miller Pride Seal was developed as a non-gendered and culturally inclusive mark that represents the school's historical tie to the Washburn Crosby Co. and Gold Medal Flour. The shape is taken from the original Gold Medal Flour logo and the wheat represents the schools team, "The Millers", while the fist shows strength, unity and pride. Can be used as an alternative to the mascot logo.

THE NEW 'W' USING HISTORICAL
ORNAMENTS AND THE THREE
PILLARS OF EDUCATION

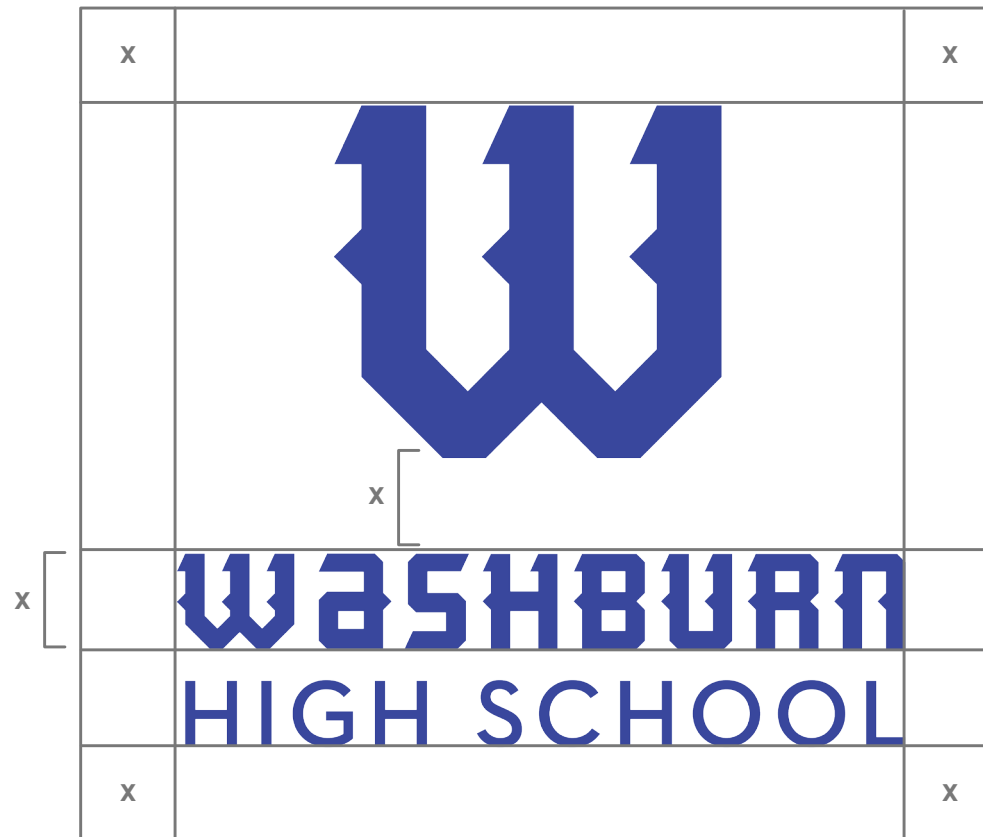


WHEAT FOR THE MILLERS
AND GOLD MEDAL FLOUR

YEAR THE SCHOOL WAS
FOUNDED BY CADWALADER
WASHBURN

Washburn "W" Seal

Alternative seal incorporates the new W mark and focuses on the history of the school, incorporating the date the school was founded and the milling heritage through the use of wheat in the outer edge of the seal.



PRIMARY LOCKUP CLEARSPACE

To retain a sophisticated aesthetic, all logos should have plenty of open space, free of competing graphics or type. However, in applications where this may not be possible, the clearspace for the primary lockup is equal to the height of the "w" on all sides. This area must remain free of competing visuals at all times except when used on approved patterns.



Approved logo usage.



Do not change colorblocks in logo.



Do not use unapproved colors.



Do not make the stroke so thick that the outlines touch.



Do not flip or alter the orientation.



Do not flip mark to make an 'M' for the millers.



Do not change the proportions.



Do not use Neutraface for 'Washburn' in the logo.

COLOR PALETTE

primary

secondary



Orange

R 242 G 108 B 35
C 00 M 72 Y 99 K 00
#f26c23



Blue

R 58 G 72 B 156
C 91 M 85 Y 01 K 00
#3a489c



Teal

R 00 G 184 B 188
C 73 M 01 Y 30 K 00
#00b8bc



Lime

R 215 G 223 B 35
C 20 M 00 Y 100 K 00
#d7df23



Gray

R 26 G 26 B 26
C 00 M 00 Y 00 K 90
#1a1a1a



Black

R 00 G 00 B 00
C 00 M 00 Y 00 K 100
#000000

*When these colors are referred to in this guide book,
they will be in title case as proper nouns.



The Miller Mascot

The Miller mascot has been updated to match the color palette and incorporates the new 'W'. This file should replace all uses of the mascot moving forward.

Neutraface 2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Neutraface Slab

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Main typfaces are Neutraface 2 which should be used for the type under Washburn in a lockup (ex. replace "High School" with "Alumni Association".)

Neutraface Slab is the preferred typface for headers and display copy (ex. See Outdoor Signage in Design Examples).





ATHLETICS



ACADEMICS



VISUAL ARTS



PERFORMING



MUSIC



DANCE



ACTIVITIES



TEACHERS



PARENTS



STUDENTS



COMMUNICATE



EVENTS



COMMUNITY

Iconography

Washburn Iconography uses simple lines in two standard stroke weights. The smaller stroke weight should only be used for adding detail and not the overall form. Use rounded corners and blunt stroke ends.

Primary Patterns

The primary pattern for Washburn is a series of triangles created by the forms found in the brand mark. The pattern should be used very intentionally, and only when it serves a specific purpose. It should be used subtly and sparingly to avoid making designs too busy.

The pattern can be used to fill large areas or placed across the edge of a layout, bleeding off the page.

When applied to the edge of a layout, the pattern should be subtle, and not encroach too much on the page. Make sure the pattern is running horizontally and that the crop includes a full or half row. This avoids cropping the triangles at awkward points and leaving too small terminals in the pattern application.

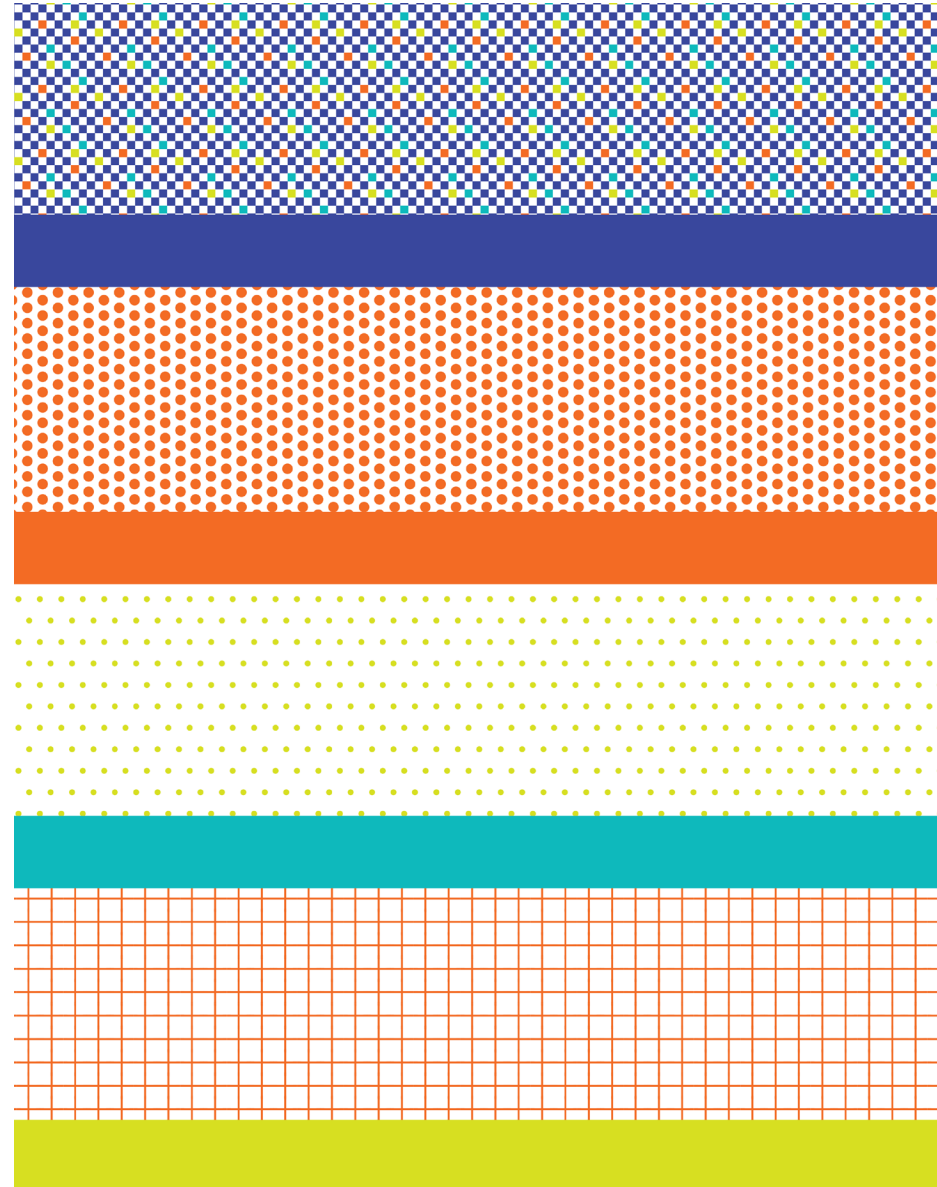


Secondary Patterns

The secondary patterns for Washburn are a series of grided squares and dots in the schools primary and secondary colors. These patterns should be used sparingly and only appear across the edge of a layout and never as a flood.

Use secondary patterns only when primary pattern has also been introduced elsewhere in application.

These patterns work best when placed randomly across the edge of multiple pages to feel playful and dynamic.





Apparel

DESIGN EXAMPLES



Stationery



Outdoor Signage



Football Uniforms

