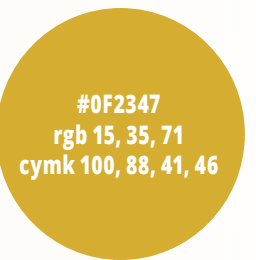
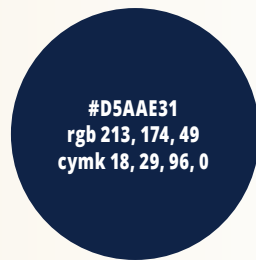


PRIMARY LOGO | ENGLISH & SPANISH



LOGO MARK | THE FLAME



SECONDARY LOGO MARK



TYPOGRAPHY

MONTSERRAT BLACK | SEMI-BOLD

Aa Aa

Aa Bb Cc Dd Ee Ff Hh Ii Jj Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890 !@#%&*()_+.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890 !@#%&*()_+.

LOGO | Black & White



The new branding reflects a deliberate focus on systematically shedding outdated and ineffective ideas, embracing a foundational rebuild, and facing the risks of a paradigm shift, all while remaining grounded in the understanding that constructive change is essential.



CASE STUDY

MUSD Phoenix Logo

Setting Scene the

As the COVID-19 Pandemic receded, Madera Unified School District (MUSD) needed a unifying visual identity to effectively symbolize **renewal, collaboration, and progress**. The district's challenges were significant: a fragmented community, a deeply traditional culture resistant to change, and the need to reflect its bilingual population. Adding complexity, the design had to balance modern expectations — **modern yet approachable design** — with a human, approachable touch that felt true to the community.



SEARCH PROMPT: MYTHICAL BIRD PHOENIX. CYCLE OF LIFE AND DEATH, SYMBOL OF REBIRTH. TATTOO, TEXTILE...



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CHALLENGES & IDEAS

Initial design concepts centered around symbols of renewal and growth featured in an article written by Superintendent Todd Lile, with the phoenix emerging as the strongest candidate. However, resistance from some in leadership, who favored aggressive, sports-like designs, pushed us to refine our approach.

To counter this, we envisioned a phoenix that symbolized quiet strength. The challenge lay in creating a design that felt timeless and intentional — **a representation of collaboration rather than competition.**



THE BREAKTHROUGH

The turning point came when we decided to hand-draw the phoenix. This choice was a deliberate celebration of the imperfect — **the nuanced, human touch** — set against the clean, structured backdrop of the expected.

Using Adobe Illustrator, we combined the hand-drawn bird with the precision of a perfect circle and carefully arced type. The interplay between these elements created a balance:

- **The circle** symbolizes unity, eternity, and inclusion.
- **The phoenix**, with its hand-drawn imperfections, represents renewal and the human spirit.
- **The hidden “We”** in the chest feathers became the final, defining element, subtly reinforcing the district’s commitment to collaboration and collective progress.

IMPLEMENTATION & REFINEMENT

The logo was refined to ensure versatility and adaptability. Reversible color palettes allowed for seamless integration with existing branding, while a secondary flame mark provided a complementary visual element for various applications.

Despite initial resistance, the logo began to resonate with the community. The bilingual versions further cemented its relevance, ensuring all members of the district felt seen and represented.



THE OUTCOME

The phoenix logo is now a widely recognized symbol across MUSD. Its hand-drawn imperfections resonate as a reminder that renewal is not about perfection but about embracing growth and progress, even in the face of challenges.

By balancing the human and the structured, the logo has become more than a visual identity — it is a celebration of what MUSD aspires to be: **a unified, inclusive community rising together.**

LET'S BUILD A BRAND
THAT **TELLS YOUR STORY**
& INSPIRES YOUR TEAM.

workingartsTM
marketing, inc

p +1 559 662 1119
e info@workingarts.com
w workingarts.com

