

JBHS

MASCOT

Official Images and Fonts



PROCESS AND APPROVAL

The Mascot Committee was formed in October 2021 and consisted of students, teachers, staff, administrators, parents, and alumni. With feedback from the committee as well as the different groups they represented, the official mascot and brand was approved in April 2022.

JOHN



BURROUGHS

H I G H S C H O O L



JOHN

BURROUGHS

H I G H S C H O O L



Burroughs Bears



PRIMARY MARK

Color: The primary colors of our school are RED and WHITE, and this image embodies that.

Bear: The bear is strong, confident, fierce, and moving forward, which is a metaphor for our school.

Font: The font used is classic and timeless, which honors the longevity of our school.

Style: The emphasis on the word “Burroughs” reflects how our school is known within the community.



SECONDARY MARK

Like the primary mark, the secondary mark incorporates the same colors, bear, font and style, but can be used on letterhead and locations where a taller image is not appropriate.



CIRCLE MARK

Using the same bear and font in a circle mark gives flexibility on where it can be used around campus and on apparel. This mark also incorporates our rich history with the inclusion of our establishment date of 1948.



INITIAL MARK

The initial mark is a nod to our past as it resembles previously used Bs. The updated look matches the classic feel of the script font we have adopted.

Utilizing a “B” rather than a “JB” also allows us to incorporate our initial mark as the starting letter when we write “Burroughs” and “Bears” in script font.



PAW MARK

The paw mark uses our bear as inspiration, matching its strength and fierceness. Adding the B to the center distinguishes it from other generic paws.



ALTERNATE MARK

Using the bear, the B, and the script font in one image ties all the different elements of our brand together and gives another unique option to be used around campus and on apparel.



MASCOT AND MASCOT HEAD

The bear is strong, confident, fierce, and moving forward, which is a metaphor for our school.

OFFICIAL FONTS

BURROUGHS

Burroughs



CONCLUSION

Overall, the marks and fonts selected provide variety, yet maintain a cohesive look, helping build a powerful brand that we can be proud of.

