



# ATHLETIC BRANDING MATTERS



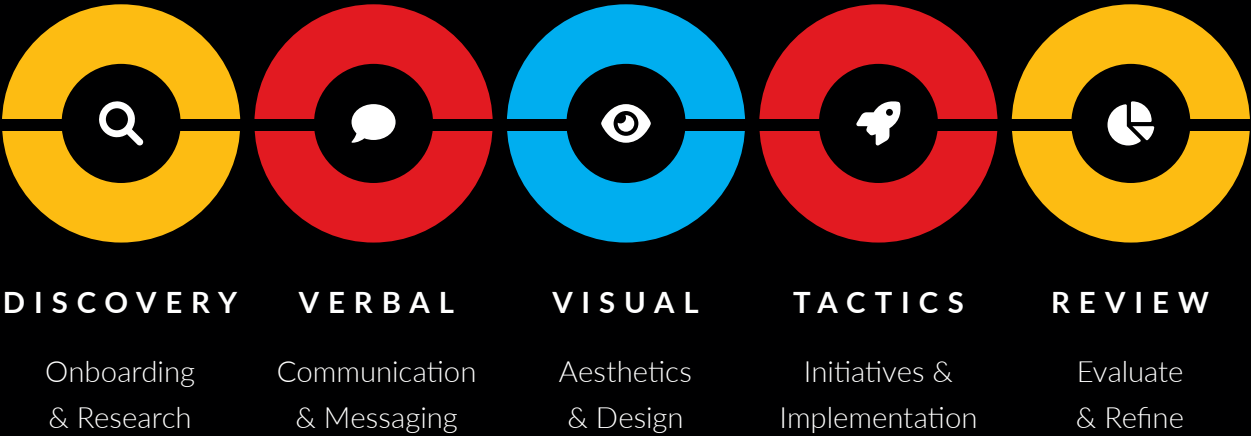
UNANIMOUS

# We Are UNANIMOUS

## UNITED WE BRAND

UNANIMOUS is a full-service branding agency based in the heart of the Midwest. We have partnered with clients to develop strong brand alignment through strategic marketing, creative design, engaging websites, and compelling video projects of all sizes and scopes. UNANIMOUS is known for collaborative partnerships and works with a variety of clients nationwide. Our agency prides itself on rhyme, reason, and results.

### Our Proven Process

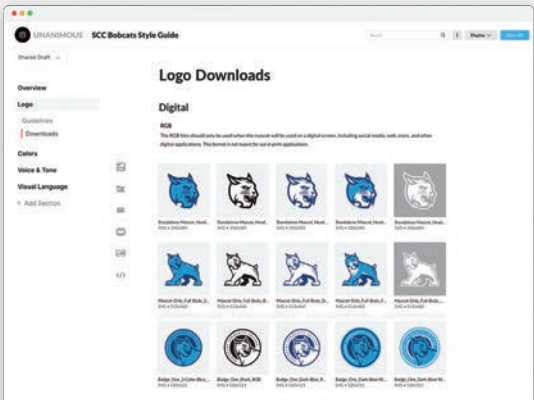


## New Online Tool Available for Athletic Brands!

### Online Brand Management

Digital brand guidelines, all in one place.

UNANIMOUS helps elevate your brand with our custom, online brand guide—complete with a comprehensive asset library to house your logos, photos, icons, videos, animations, design files, and more. Document your brand's colors, fonts, and usage guidelines to keep everyone aligned and ensure consistency and accessibility across all platforms.



### School Logo & Mascot Design

#### YOUR SCHOOL BRAND ALIGNMENT CHECKLIST

- ☐ Your school's culture attracts and retains like-minded faculty and staff.
- ☐ Your brand accurately represents the quality of education you provide.
- ☐ Your school logos, colors, fonts, and mascot are consistent in all applications.
- ☐ Your athletic brand is prominently worn and inspires pride and team spirit.
- ☐ Your athletic facilities feature your brand using up-to-date graphics.
- ☐ Your community is excited to wear your school's branded apparel.
- ☐ You have clear and easy-to-follow brand guidelines and standards.

If any of the items above are left unchecked, your brand may need work. Contact UNANIMOUS at 888.317.5947 to learn how we can help.

# Southeast Community College

With three campuses located in southeast Nebraska (Beatrice, Lincoln, and Milford), SCC offers real-world learning opportunities to help students turn their dreams into reality on a path to possible.

In 2023, with the substantial growth of SCC athletic programs, the administration was eager to establish a fresh mascot presence that could effectively symbolize athletic teams and foster unity across all three campuses.

This successful rebrand included the introduction of the Southeast Community College Bobcats. Bobcats are representative of the region and known for their speed, agility, and stealthiness. They are hunters who can adapt to changing environments, representing the SCC culture and its adaptability.

The unique Bobcat mascot design represents the spirit, strength, and pride of the college with the same character, personality, and vigor as its students, faculty, and alumni.



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# St. Teresa Catholic School

St. Teresa Catholic School is an educational ministry of St. Teresa Parish in Lincoln, Nebraska.

St. Teresa partnered with UNANIMOUS to build brand awareness and engagement by designing an evolved visual identity. Seeking a unified and cohesive brand, St. Teresa needed a family of assets that were versatile, easy to use in all applications, and possessed a modern, professional, and clean design. The ultimate goal was a strong connection to the history, tradition, and culture of St. Teresa.

The fictional Jayhawk mascot provided a creative outlet to combine the distinctive features of both a Blue Jay (flared-up feathers at back of head and white shape around the eye) and a Sparrow Hawk (large round golden eye and color/shape of beak).

Alongside the updated mascot lockups, UNANIMOUS also updated the St. Teresa monogram, insignia, and badge to further establish a cohesive school brand.



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# Upchurch S.T.E.M. Elementary

Upchurch S.T.E.M. Elementary offers a positive and nurturing learning environment where students excel both personally and academically through innovative, challenging, and diverse programs.

UNANIMOUS collaborated with Upchurch and Millard Public Schools to design a refreshed visual identity for the Leapers while establishing a cohesive brand across the entire family of Millard S.T.E.M. schools.

The goal was to create modern, versatile logos that reflected the innovative and engaging nature of S.T.E.M. education while being professional yet still fun and age-appropriate. The result needed to be visually appealing to younger students but polished enough to represent the school's academic integrity.

The updated branding has increased awareness of the exceptional opportunities available at Upchurch S.T.E.M. Elementary and its partner schools. As a result, more families are taking advantage of the innovative programs, leading to student success.



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#### COHESIVE S.T.E.M. BRANDING

Upchurch is the Elementary School branch of the comprehensive S.T.E.M. programs offered by Millard Public Schools. UNANIMOUS designed a visual identity to connect all levels of the S.T.E.M. programs with the use of fonts and colors, while maintaining a youthful tone that speaks directly to young learners and their families.



MILLARD  
CAREER ACADEMIES



MILLARD CAREER ACADEMIES  
**S.T.E.M.**





# Cody Elementary

Cody Elementary, located in Omaha, Nebraska, is a diverse and welcoming school community that empowers students to grow through innovation, character, and academic excellence.

Cody partnered with UNANIMOUS for a rebrand to generate school spirit among students, staff, and the wider community. The goal was to create a vibrant visual identity that reflected the school's culture of high character and integrity.

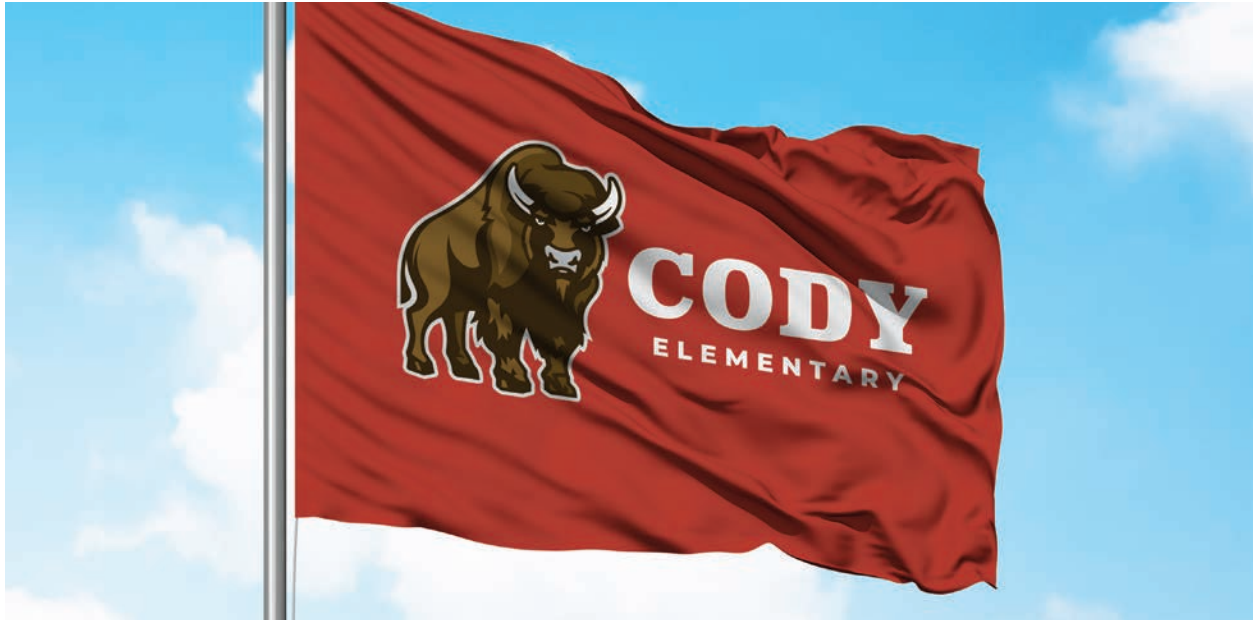
Ready to evolve from the cartoony look of what staff referred to as “the cyclops,” UNANIMOUS delivered a modern design that captured the essence of the Buffalo: stoic and confident, approachable without being intimidating, and polished with a unique, contemporary feel.



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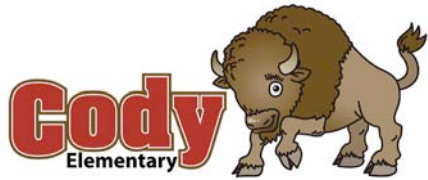






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# Fairbury Public Schools

Fairbury Public Schools, located in Fairbury, NE, has a mission to engage and empower students to become lifelong learners through meaningful relationships and experiences.

Through in-depth research and stakeholder engagement, UNANIMOUS made informed strategic decisions to update the visual identity by refining and polishing the existing Jeffs mascot while honoring the legacy that has shaped Fairbury Public Schools for generations.

With these brand enhancements, along with a comprehensive brand suite of logo assets, Fairbury Public School is set up for success to maintain a consistent impact across a wide range of platforms and mediums. From athletic gear and gym floors to digital channels and printed collateral, the newly refined mascot and supporting visual elements were crafted to seamlessly adapt to various touchpoints, retaining its heritage and legacy while embracing a fresh, revitalized identity.



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# Millard South High School

Millard South High School honors tradition and celebrates its diverse community, fostering an environment where each student exemplifies personal excellence and growth by empowering individuals through world-class opportunities and experiences.

Millard South partnered with UNANIMOUS to address pain-points associated with its legacy logo, which was unbalanced, dated, and difficult to use in many applications.

With a rich history of athletic success and a brand deeply established within the state, Millard South was determined to be ready for an evolution rather than a revolution.

The visual identity was updated to evoke Patriot pride among faculty, students, alumni, and the community. The modern, collegiate design is polished, versatile, and balanced, making it highly recognizable as Millard South.



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# OSA (Omaha Sports Academy)

OSA has established itself as Nebraska's premier competitive basketball club, developing elite athletes since 1992.

Building on the legacy and recognition of Omaha Sports Academy, UNANIMOUS established a new era of OSA by preserving the club's iconic colors and shield while introducing a modern, simplified identity for the future.

The rebrand strengthens the club's identity by officially adopting "OSA" as its primary name, making it more adaptable across jerseys, apparel, and court graphics.

The refreshed OSA brand represents strength, teamwork, and achievement, embodying the highest standards of youth basketball development. It was designed with a bold, streamlined aesthetic, resulting in a meaningful and unique visual identity that players proudly wear with confidence—"I play for OSA!"



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# Millard Central Middle School

Millard Central Middle School guarantees inclusive and supportive learning environments for every learner to achieve personal academic excellence.

Initiated by a need to replace their gym floor, Millard Central partnered with UNANIMOUS to invest in a rebrand that was visually professional, refined, and modern. The goal was to graduate the amateur look of their previous logos—which were low resolution and lacked any usage guidelines or consistency—for a design that had character, color, and aggressiveness.

As a feeder school for Millard South High School, Millard Central utilizes the same primary shades of dark blue and red to show the connection.

UNANIMOUS delivered an extensive family of brand assets, including primary lockups with all variations of the name, alternate lockups for visual variety on apparel, and branded lockups for multiple taglines.



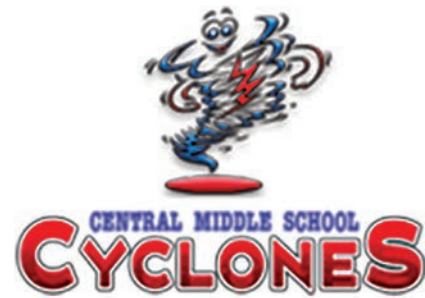
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*"I would 100 percent recommend UNANIMOUS to anyone who's looking for marketing, design, and creative. Their team wants to see us win, and they want to win alongside us. They produce a really great product that is fresh, innovative, and is at the head of the market."*

 **Kat Kreikemeier—Admissions Administrative Director, Southeast Community College**


*"The UNANIMOUS team was great to work with throughout the entire process of our rebrand. From research and discovery through design and revisions, they addressed pain points we had with our previous logo and really listened to our vision for a new and improved Cody."*

 **Jason Farwell—Principal, Cody Elementary**

*"Our new visual identity is exactly what we were looking for, plus more. Thank you! We are excited about how this rebrand turned out. UNANIMOUS was incredibly helpful, knowledgeable, and great to work with."*

 **Michelle Klug—Principal, Millard Central Middle School**

*"We find value in UNANIMOUS because they listen to us, inspire our audience, and make us look as professional as anyone in our industry. They are responsive to our needs and help us set up a great communication rhythm to accomplish our objectives."*

 **Brian Willet—Owner, OSA**



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