

WPS worked with BlueBird Branding to create a modern logo to represent the transformation of what used to be Ranum High School into the Ranum Innovation Campus. We wanted the brand to look more like a tech startup than a traditional K-12 educational institution. When students enter the building to get hands-on industry experience constructing drones, assessing cyber attacks, or sequencing DNA, we want them to feel as if they are at work inside a company rather than studying at a school. The colorful 5x5 grid logo brings to mind a puzzle with moveable pieces, where different combinations create different outcomes and different futures. It is a stark departure from the branding we had for any other school or education center in the district. Instead of evoking a warm and comforting family or community, we wanted to represent possibilities, wide-open futures, and cutting-edge technology aligned with industry standards that will lead to a thriving career. After the initial brand was developed we wanted to create variations of the main grid logo to represent the available pathways using the same brand architecture. The grid can be transformed again and again to create posters, invitations, building signage, and more in ways that feel fresh and yet still on brand. The highlight iteration of the brand came in the form of a child's puzzle. I imagined transforming the 5x5 grid logo into a 3D structure? an actual physical object that represents intellectual pursuit, problem-solving, focus, tenacity, and a multitude of ways to get to a solution- a Rubik's cube! I had to do a lot of research to finally find the right vendor who could create what we had in mind, but the result blew everyone away.