

The Blueprint Funding Proposals branding was created to communicate our bond/mill initiative while also tying it to blueprint. Blueprint is our community-driven plan that defines and prioritizes the needs of the district. The light blue color is the same for both Blueprint and Blueprint Funding Proposals, but the Funding Proposals logo took on an additional darker blue to make it stand out amongst our other collateral, while also including our district red. We branded all marketing materials that promoted our bond/mill with the same look and feel; from flyers, mailers, posters and vinyl banners to websites and social media graphics. This branding was well received in our community, with multiple compliments from stakeholders and recognition district-wide.