

When the opportunity arose to purchase a new athletic bus, the FFC8 transportation department collaborated with the communications team to develop a design that reflects district and student pride. Working with CEL, FFC8's long-term branding partner, the team provided direction on creating a wrap that embodies Trojan spirit. Multiple design options were reviewed by high school administration and district leadership, with the final selection receiving unanimous approval. The wrap not only enhances school spirit but also reinforces a sense of belonging for student-athletes, demonstrating that they are valued and deserve to travel in style. The bus is used not only for athletic travel but also as a mobile representation of FFC8's brand at competitions, events, and throughout the community. Since its debut, students have expressed pride in their upgraded ride, and coaches have shared appreciation for a bus that meets both branding and functional needs. Social media posts featuring the bus have generated strong engagement, with the community celebrating this investment in student-athletes and the district's commitment to excellence.