

The developmental process for creating a branding guide for Fresno Unified was particularly challenging because of the many moving parts within such a large district. We are the third largest district in the state, with more than 100 sites and dozens of departments. With so many schools and departments, each eager to create their own unique identity, the process involved navigating differing preferences and desires for individual logos and "vibes." Many programs and departments wanted to do their own thing, making aligning everything under a single, cohesive brand difficult. When the guide was finally rolled out, many departments and staff members struggled with the changes, especially since they were so used to their previous brand autonomy. We worked closely with staff and departments, allowing them to voice their concerns and adjusting the branding guide where necessary. In the end, we ensured that everyone—schools, departments, and board members—felt heard and supported through the transition. The key inspiration behind this project was to create a branding guide that was easily readable and provided a clear, cohesive direction for the district moving forward. The goal of the branding guide was to ensure that schools could still showcase their own spirit, while departments could maintain a professional and clear messaging system. At the same time, everything had to connect back to Fresno Unified, creating a sense of unity and belonging across all levels of the district. We had to ensure that the branding spoke to every demographic we serve, allowing departments and schools to reflect their unique characteristics, but also uniting them under the larger umbrella of Fresno Unified School District.