

In La Porte ISD, there was a lack of updated branding for the majority of our campuses. I was assigned the task of re-branding our district to ensure that all our campuses had modern and engaging mascots and logos for our teachers and staff to utilize. Over a period of 2 months, I meticulously crafted these logos and characters using Adobe Illustrator. I drew inspiration from other mascots and images as reference points to create all the new designs. While Lomax Elementary, Baker Sixth Grade, La Porte Junior High, and Dewalt Academy already had existing logos/characters, I refined them and generated vector files for them. The remaining logos were developed from scratch. It was important for us to ensure that each campus had a distinct color scheme that reflected their unique identity, so we collaborated with campus principals to determine the specific colors that best represented their school. The new designs have been well-received by our teachers and campuses. Previously, most elementary schools had hand-drawn logos dating back to the 1980s, and teachers only had access to small, low-quality versions of them. Now, they have high-quality branding that is being utilized across various platforms. These branding guidelines have provided our teachers with clear instructions on color usage, as well as different image options and requirements for their respective campuses. Overall, this rebranding initiative has been incredibly successful and was recognized with the top award at the Texas School PR Association awards for Branding.