

The Rebranding of Nash County Public Schools entry is submitted under the Image/Graphic Design category to highlight the district's strategic efforts in modernizing its identity post-demerger. Led by the Communications, Planning, and Engagement Department, this initiative introduced a new logo, branding elements, and a comprehensive style guide, ensuring a consistent and professional visual identity. This rebrand was not just about aesthetics; it was a research-driven process aimed at reinforcing community identity, increasing visibility, and positioning Nash County Public Schools as a competitive choice. The logo's color scheme, symbolic elements, and inclusive design reflect the district's values of growth, opportunity, and unity while adhering to ADA accessibility standards. A key success of this initiative was its cost-effective, in-house execution, eliminating the need for expensive consultants. By leveraging internal expertise, the district avoided high rebranding fees while ensuring a sustainable and scalable implementation. Digital assets and templates were developed for easy updates, reducing long-term design expenses. The branding rollout was strategically phased, allowing for gradual adoption without exceeding budget. The Brand & Style Guide, logo variations, and digital assets created long-term cost savings by providing a standardized reference for all branding needs. By keeping costs low while delivering high-quality branding, Nash County Public Schools demonstrated fiscal responsibility. This initiative strengthened public trust, enhanced communication, and fostered pride among stakeholders. As the district's first-ever formal branding guide, it set a new standard for public education branding excellence in North Carolina. The rebranding effort not only modernized NCPS's identity but did so under budget, showcasing innovation, leadership, and financial accountability.