

The district-wide branding initiative for elementary schools was a comprehensive effort to create visual consistency and modernize the school identities. The project aimed to transform a fragmented visual landscape of over 50 unique color values into a cohesive, unified brand system. The development process involved a collaborative approach, gathering input from key stakeholders including communications team members, district administrators, and building administrators. For schools undergoing more significant mascot changes, additional feedback was collected from families to ensure community engagement and buy-in. The primary objectives were twofold: to design mascots that appeared as though they belonged to the same animated universe, and to streamline the district's color palette. By creating a consistent design language across elementary schools, the initiative sought to strengthen school and district identity, making each school feel uniquely part of a larger, unified system. The project followed a structured timeline, with key milestones including input gathering in May, artwork finalization in June, and implementation planned for July. The approach carefully balanced innovation with respect for each school's individual character, ensuring that while the mascots would share a cohesive style, they would still maintain distinct identities. This strategic rebranding represents a thoughtful approach to visual communication, demonstrating the district's commitment to creating a strong, recognizable, and modern brand identity that resonates with students, staff, and the community.