

The Pelham City Schools Athletics Hall of Fame branding package was developed to celebrate the legacy and achievements of the inaugural Hall of Fame class while elevating the prestige of the event. The goal was to create a cohesive, professional brand that reflected the pride and tradition of Pelham Athletics. The Hall of Fame logo was designed using elements from the school system's existing brand guidelines, including the official color palette, the hallmark Pelham "P" symbol, and the system's designated fonts. These familiar brand elements were combined in a clean, modern crest design to create a distinctive Hall of Fame logo. The crest shape was intentionally chosen to convey tradition and honor, while the streamlined design added a fresh, contemporary feel. Once finalized, the logo and brand colors were applied across all event materials to ensure a cohesive and elevated look. Branded elements included the event program, custom name tags and centerpiece signage featuring each honoree's name, and plaques featuring accomplishments and photos of each honoree. Large-format posters and digital graphics were also created to highlight the inductees and reinforce the Hall of Fame theme throughout the venue. These materials worked together to create a polished, unified visual identity for the event. Following the event, feedback from attendees and honorees was overwhelmingly positive, with many commenting on the professional and meaningful presentation of the ceremony. The branded materials not only elevated the overall atmosphere of the event but also helped establish the Pelham City Schools Athletics Hall of Fame as a prestigious and respected recognition. The branding package has set the standard for future Hall of Fame ceremonies and will continue to be used and built upon in the years to come.