

The development of the ACER 2.0 logo and supporting materials was a strategic process aimed at enhancing clarity, consistency, and professionalism. The design prioritized alignment with California PBIS branding, ensuring all materials adhered to approved colors, fonts, and visual elements. Key imagery, such as a magnifying glass and five stars, was incorporated to represent the role of ACER 2.0 candidates in evaluating schools and reinforcing the expectation of fidelity in PBIS implementation. The revised ACER 2.0 branding was created to elevate the certification process and strengthen the role of ACERs as key evaluators of PBIS implementation. With a more polished and professional visual identity, the updated look reinforces the significance of their expertise and highlights the value of becoming a certified ACER 2.0. Additionally, it provides clear visual distinction for schools, helping them recognize the new certification requirement for the 2024-2025 California PBIS Recognition cycle. ACER 2.0 branding is consistently applied across key materials, including training presentations, the website, reference guides, email badges, and certificates, ensuring a cohesive and professional identity. Evaluation data on the effectiveness of these materials include feedback from ACER 2.0 candidates and participating schools. Early findings suggest that candidates perceive greater value and prestige in earning ACER 2.0 certification, with many proudly displaying their email badges and certificates upon successful completion of training.