

Following our recent logo and branding redesign, we encountered significant challenges with implementation. Staff members were either not utilizing the new branding elements or applying them incorrectly, primarily due to a lack of buy-in. Simultaneously, our athletic department expressed interest in rebranding their teams and creating visual consistency across all sports programs. To address these issues, we developed a comprehensive branding guide with three primary objectives: communicate the purpose and message behind our brand, establish visual consistency district-wide, and promote our unifying #PortageProud message. The guide was strategically distributed to all district leadership, including directors and school principals. These leaders were then tasked with disseminating the information to their staff and providing assistance with branded materials implementation. This top-down approach ensured that the message was delivered consistently across all departments and schools. The implementation process involved: 1. Educating staff on the meaning and importance of our brand identity 2. Providing clear guidelines for proper logo usage and placement 3. Establishing standards for color application and typography 4. Creating templates for commonly used materials 5. Offering support resources for staff with questions. This structured approach has yielded significant improvements in our district's visual cohesion and messaging consistency. By establishing clear guidelines and securing leadership support, we've created a more unified brand presence that strengthens our #PortageProud identity throughout the district. The athletic department's involvement has been particularly valuable, as their adoption of consistent branding across sports programs has reinforced our unified identity in highly visible community spaces. The attached supplemental material showcases a graphic that was created independently by a coach who received training on district branding.