

The logo and branding for the annual Socorro ISD Partners in Education (PIE) Recognition were designed to promote and highlight the event. Featuring a desert theme, the design symbolizes the unique beauty, resilience, and character of the El Paso region's landscape. Just as the desert endures and evolves over time, the business partnerships in Socorro ISD are strong, adaptable, and focused on bringing people together with students at the heart of the community. The SISD PIE Recognition honors exceptional individuals and businesses for their unwavering commitment to the district. The branding was seamlessly carried across various materials for the event, including the postcard invitation, table tents, PowerPoint presentation, videos highlighting the winners, and the awards themselves. The whimsical font, paired with illustrated desert plants and the district's branding, created a beautiful design that captured the spirit of the recognition program. The branding played an integral role in the success of the PIE Recognition program, which brings together businesses that have been dedicated partners to the district for decades. The design was widely utilized, including in the 15 major awards presented to businesses and schools. Over 200 people attended the event, where the branding was used to unify and celebrate the PIE award winners. Attendees enjoyed the program, videos, and special treats, all of which incorporated the inviting, cohesive design. The branding not only enhanced the event's visual appeal but also helped create a sense of community and appreciation, highlighting the long-standing partnerships that continue to enrich the district's educational environment. The thoughtful design played a crucial role in making the recognition a memorable occasion.