

The development of the new Students of the Year (SOY) branding focused on creating a modern, refreshed look while maintaining the district's traditional colors of red, yellow, and blue. After using the previous design for many years, it was time for a redesign that better reflected the prestige and excitement of the Student of the Year Program. The new branding was unveiled at the Student of the Year Premiere event in December, where it was showcased across multiple materials. A new picture backdrop/set piece was created for the event, enhancing the celebratory atmosphere. The branding was also incorporated into invitations, student posters, and large static displays on the event screen and in video presentations, ensuring a cohesive and visually engaging experience. Beyond the event, the branding creates a consistent and recognizable identity for the program, reinforcing its importance within the district. While formal evaluation data is not yet available, the redesign has received positive feedback from students, families, and staff, who appreciated the updated and polished look.