

As Evergreen Elementary undergoes a transformative rebuild thanks to our voter-approved school construction bond, school leaders saw an opportunity to refresh the school's visual identity. Our in-house graphic designer created a new logo that embodies Evergreen's spirit, featuring the school's eagle mascot and its inspiring motto, "Together We Soar." The design process was highly collaborative, with input from school administrators, staff, and families. Focus groups and surveys helped shape the final design, ensuring it reflected the school's values of unity, growth, and excellence. The new logo balances a bold, modern look with timeless elements, making it versatile across digital, print, and physical applications. The refreshed branding has been integrated across various platforms, including the school's website, letterhead, signage, staff apparel, and social media. The eagle mascot and motto now serve as a visual rallying point for students, staff, and families, reinforcing a strong school identity. Since its launch, the new branding has been met with enthusiasm from the school community. Social media engagement on posts unveiling the logo saw a significant increase, and staff have expressed pride in using materials featuring the refreshed design. Evergreen Elementary's updated brand is more than a new look—it's a symbol of the school's future, built on tradition and a commitment to soaring together.