

The "ALL IN" branding package was developed to create a unified, recognizable theme that reinforces commitment, dedication, and excellence across the district. Inspired by a message shared with employees by guest speaker Gian Paul Gonzalez, the branding reflects the importance of being "all in" for students, schools, and the community. Using district colors for consistency, the branding was incorporated into multiple materials, including the annual SCPPS InBox, billboards, and T-shirts for all employees. The InBox, distributed to students' families, reinforced the theme districtwide, while billboards increased visibility within the community. Providing T-shirts to all employees further strengthened district unity, ensuring the theme was embraced at every level. The branding received positive feedback from employees and the community. Its consistent use across multiple platforms maximized its reach and impact, making it a powerful and unifying symbol throughout the district.