

The "Choose Stafford" campaign was developed to enhance Stafford County Public Schools' brand identity and highlight the division as an employer of choice. The initiative includes a distinct logo, the tagline "Stafford is a great place to live, work, and learn," and a collection of branded materials such as recruitment brochures, digital assets, and event signage. These materials consistently communicate Stafford Schools' commitment to excellence, career growth, and community impact. The campaign applies to various stakeholders, including prospective employees and community partners, and has successfully increased brand awareness as measured by heightened engagement in recruitment events and website traffic.