

The development of the branding package for Visalia Unified Voices was rooted in the district's commitment to authentic storytelling. The process began with identifying the core values of the podcast: transparency, engagement, and connection. From there, a cohesive visual identity was crafted, including a custom logo, branded graphics, and a consistent color scheme that aligned with the district's overall branding. These materials were strategically designed for multi-platform use, ensuring adaptability across social media, website banners, video thumbnails, and promotional materials. The goal was to create a unified look that instantly signified Visalia Unified Voices while maintaining the district's professional and inviting aesthetic. The materials were implemented across digital and print channels to promote the podcast, increase visibility, and engage the community. Social media graphics helped drive traffic to new episodes, while branded elements within videos and promotional flyers reinforced consistency. Evaluation of the branding's impact was based on audience engagement metrics, including increased listens, shares, and social media interactions. The podcast's visibility grew significantly, with more community members tuning in and engaging with the district's content. The consistent branding contributed to stronger recognition and a more professional, polished presence, reinforcing the district's commitment to clear and engaging communication.