

The Equity, Inclusion, and Belonging (EIB) brand identity was created as a collaborative effort to visually represent Waterloo Schools' commitment to inclusivity. Partnering with the EIB Director, we designed a fingerprint-inspired logo in district colors, symbolizing individuality and community. The goal was to support various initiatives, including social media, committee materials, and apparel. Although legislative changes have paused its official use, the logo remains a meaningful representation of our shared values, with ongoing efforts to evolve or repurpose it. Our approach was highly intentional and collaborative. By aligning closely with the EIB mission, we refined the design through an iterative process, ensuring stakeholder feedback guided our choices. Strategic integration of district branding enhanced recognition and adaptability across digital, print, and apparel applications, making the logo not just a symbol but a storytelling tool for belonging. The launch successfully increased engagement, with social media campaigns reaching thousands and generating high interaction rates. For example, the Equity Advocates Facebook post reached 7,737 viewers with 9,035 impressions. Apparel sales further demonstrated strong community buy-in, with 30% of total district merchandise sales attributed to EIB-branded items. Despite current federal challenges, the logo remains widely recognized, frequently worn by students, staff, and community members, reinforcing Waterloo Schools' dedication to equity and belonging. Its continued impact showcases the power of intentional design in fostering inclusivity within the district.