

The West-MEC Media Kit, linked in additional notes/comments, was a carefully curated process to update West-MEC's branding, giving it a fresh style while keeping the core of what makes West-MEC a recognizable brand in the West Valley and in the Career and Technical Education landscape. Through creative teamwork, trial and error, and feedback from West-MEC stakeholders, the West-MEC media kit for the 2024-25 year was created and reshaped. Constantly innovating is important work in the world of design. The logos/design elements/photos/etc. are used in everything that requires some West-MEC branding. Whether it is building signage, the website, social media, a business card, a flyer, or anything of the like, there is West-MEC branding on it and it is all stored in the West-MEC media kit on Lingo. Since October 29, when the updated media kit was posted on Lingo, we have had 2316 total views from 214 visitors.