

Recognizing the need for consistent branding, I redeveloped the district's visual identity by recreating a high-resolution version of our mascot, the Rider, which had previously been unavailable in its original format. This allowed for seamless integration into a newly designed district seal, enhancing brand recognition and cohesion across all materials. The development process began with extensive research into existing branding elements and stakeholder preferences. Using industry-standard design tools, I meticulously recreated the Rider mascot to ensure clarity and scalability. I then incorporated it into a refreshed district seal that aligns with our brand identity, featuring the official colors and typography. These materials are now used across multiple platforms, including official documents, digital and print communications, social media, and district signage. The seal is prominently displayed in schools, on the website, and in community outreach materials, reinforcing a unified district image. To evaluate effectiveness, I collected feedback from stakeholders, including staff, students, and community members. Positive responses highlighted increased brand recognition and professional presentation. Additionally, engagement metrics on digital platforms showed higher interaction rates with branded materials, indicating stronger community connection.