

Bellevue's team, led by Superintendent Aramaki, launched strategic planning with extensive research and community engagement. Upon board adoption of the plan in May, Bellevue partnered with the Communications Team at ESD 113 to develop branding. We created conceptual art in June and, in close collaboration with Bellevue, refined concepts in early July. We created core messages, a tagline, and a visual identity that embody the language and intent of the strategic plan and district branding. Upon finalizing the primary logo, icons, colors, and messages, we developed website content, presentation templates, banners, flyers, posters, cards, wearables, and an animated logo. We checked all content for accessibility and quality assurance. The board adopted the brand in late July. Our collaboration resulted in a bold and human-centered plan and brand, reflecting the chorus of voices and experiences of the Bellevue School District community. It is designed to meet the needs of all students and prepare them for success. Dr. Aramaki launched the brand at the Leadership Institute and to staff and families during welcome events at the end of August and the start of school. Bellevue gifted staff with lanyards, pens, and notepads on the first day. In addition: - Bellevue videos and the Superintendent's messages incorporate digital assets - The bi-monthly newsletter (60,000 distribution) incorporates Belong, Learn, Lead icons as a visual accompaniment to articles related to the core messages - Staff use PowerPoint templates for events and board meetings - The banners serve as reminders of Bellevue's commitment to strategic plan outcomes at events and in the new Welcome Center Evaluation data shows positive reception from all audiences, with increased engagement on social media posts featuring the new branding and higher attendance at district events where branding was prominently displayed. Staff surveys indicate 87% recognize and understand the strategic priorities, demonstrating successful brand awareness.