

The purpose of this branding was to provide a visual representation of senior leadership's overarching goals for the upcoming academic year, which debuted during the Annual Leadership Institute. The theme for the 2024-25 school year is "Engaging Learning in Transformative Environments." To holistically convey this concept, staff took the phrasing as well as the acronym, ELITE, into consideration. Descriptions of the theme revealed during the brainstorming process were top-tier, exceptional, growth, adaptability, consistently achieving, leadership, and innovative processes. Staff used these terms to determine the tone the branding should take and moved forward with the graphic designing process. The branding needed to be clean, clear and concise, while also presenting an elevated aesthetic. The use of the division colors allowed the logo to maintain continuity with the division's overall branding without diverting the purpose and feel of the design. Instead of simply typing in the letters for ELITE, staff opted to draw the shapes, placing slight gaps between the stems of the lettering in order to keep the text from being too heavy. Staff used this same process in drawing the pencil that anchors the first "E" and intercepts the gold underline, which was strategically placed to show that the basis of everything the division does should always be rooted in the "bottom line" - providing a well-rounded education while academically empowering the leaders of tomorrow. Transposing the "I" to be the pencil, though easier to design, would not have added this deeper meaning to the branding, and could have potentially altered the flat rectangular design, which was a key element in ensuring the branding would fit seamlessly across multiple platforms, objects and presentations.