

The development of the Lorenzo G. Loya Primary School logo was a strategic process aimed at creating a modern, unified visual identity that fosters pride among students, families, and the community. The design process involved collaboration with school leadership and stakeholders to ensure the logo effectively represented the school's values and commitment to academic excellence. The final design was selected based on its ability to be visually striking and versatile across various applications. The logo is prominently used across multiple platforms to reinforce the school's brand. It is featured on school gear, including t-shirts, letterheads, websites, and flyers, ensuring a consistent and recognizable identity. This widespread use helps cultivate school spirit, strengthens the school's image, and promotes a sense of belonging among students and staff. Evaluation data reflects the logo's positive impact on school identity and engagement. Increased participation in school events, heightened community involvement, and positive feedback from parents and staff indicate that the branding initiative has been successful. The logo symbolizes unity and pride, reinforcing Lorenzo G. Loya Primary School's reputation for excellence.