

The development of the Alfonso Borrego Sr. Elementary School logo was a strategic process aimed at creating a modern and unified visual identity that fosters pride among students, families, and the community. School leadership and stakeholders collaborated to ensure the logo effectively represented the school's commitment to academic excellence. The final design was chosen for its ability to be visually appealing and adaptable across various uses. The logo is prominently featured on school materials, including t-shirts, letterheads, websites, and flyers, ensuring a consistent and recognizable brand. By establishing a cohesive visual presence, the logo strengthens school spirit and fosters a sense of belonging among students and staff. It serves as a symbol of unity and excellence, reinforcing the school's mission and values. Evaluation data highlights the branding initiative's positive impact. Increased participation in school events, positive feedback from parents and staff, and heightened school pride among students demonstrate the logo's success in unifying and engaging the community. Through this branding effort, Alfonso Borrego Sr. Elementary School strengthened its identity and created a lasting sense of pride in the school.