

In November 2024, Gust Elementary reached out requesting a rebrand beginning with their school logo. They felt their cartoon tiger was too youthful and outdated and wanted to create a brand identity that reflects all the ages at their school. The goal was to combine the welcoming energy of an elementary school with an athletic feel. They also asked for to design to contain: A circle shape. A horizontal version of the logo. A simple, legible font. An orange, green, black and white color scheme with an yellow accent if possible. With this information, I started working from scratch by sketching out several versions of a front-facing tiger in Adobe Illustrator. After a few concepts featuring slightly different shades of green and orange, we arrived at a new tiger in a circle as the final primary logo design. The tiger is now more mature, noble, while not being too fierce or scary like a high school might prefer. Instead of a snarling or roaring tiger, this one has a closed mouth and a proud demeanor. The font is more athletic and collegiate. The overall style of illustration has been updated to be more realistic and modern, as the Gust community wasn't proud or excited to wear the old tiger on their gear. I used the new logo, fonts and colors to create updated business cards, thank you cards and banners, and to update their website. I then developed several tiger mascot illustrations to be used in murals around the school ? doors, welcome banners and desk wraps for the front of the building and main office, and large murals for hallways and classrooms to enhance the Gust student and staff experience.