

For the 2024-2025 school year, Hermiston School District adopted ParentSquare as our primary communication platform and SmartSites as our new website provider. With these transitions, we prioritized consistent, professional, and recognizable branding across all digital communication channels to ensure a seamless experience for our families. Our digital assets Press Release, Family First, and A Message from Our Superintendent were designed with a cohesive visual identity in mind. From the color palette to typography and layout, these materials create a uniform look and feel, reinforcing our district's brand. This consistency ensures that when families, staff, and community members see these materials, they immediately recognize them as official district communications. By using ParentSquare for distributing these branded materials, we ensure that parents receive timely, well-designed updates on important announcements, family engagement content, and messages from our superintendent. Likewise, with the adoption of SmartSites, our website now aligns with the same branding, making it easier for families to navigate district news and resources.