

The PLCS Empowerment Collective Health & Wellness Fair branding was strategically designed to support our district's broader objectives of increasing community engagement and promoting wellness initiatives. By creating an approachable, cheerful citrus character as the centerpiece, we aimed to make health and wellness concepts feel accessible and appealing to all age groups within our community. The branding design addressed several key marketing challenges: distinguishing this wellness initiative from standard district communications, creating visual elements that could be repurposed across multiple channels, and establishing an inviting tone that would encourage attendance from diverse community members. The character's handmade aesthetic and friendly demeanor were intentionally crafted to humanize health topics that can sometimes feel clinical or intimidating. This approach aligned with our district's goal of positioning PLCS as a supportive partner in community wellness rather than just an information provider. Visual consistency was maintained through the stippled background texture and distinctive typography, allowing for immediate brand recognition across digital and print materials. This cohesive visual language helped build awareness as community members encountered the branding through different touchpoints. The color palette featuring warm golds and greens evoked vitality and growth while maintaining visual harmony with existing district branding. This strategic choice allowed the wellness fair to feel like a distinct initiative while still clearly belonging to the PLCS family of communications. The cohesive visual system allowed for flexible adaptation across various touchpoints in the community engagement journey. Each piece maintained the core brand elements while being optimized for its specific medium and purpose, creating a unified campaign experience that reinforced brand recognition at every interaction. Through this thoughtfully crafted branding system, we created more than just promotional materials—we established a visual identity that embodied the welcoming, supportive spirit of our district's approach to community wellness initiatives. The consistency across all touchpoints strengthened message retention, built credibility through professional presentation, and ultimately contributed to increased community participation and engagement with our district's wellness programming.