

The Gresham-Barlow School District is expanding its Dual Language Immersion Program which will soon extend to the secondary level. Because of there is a continual need to recruit and hire teachers for this program. The DLI department had a need to develop a brand with a look and feel that aligns with the district's brand. The district's communications team created several communication tools to aid the department in its recruiting, these items included a DLI logo, informational two-page handout, table cloth, and standing banner. The standing banner features a look and feel which aligns with the school district's branding and promotes the District's mission statement. The standing banner helps makes a strong visual impact when the DLI team participates in recruitment fairs with the goal of recruiting the very best educators for the program.