

The purpose of this one-pager was to creatively and concisely present highlights from the school year, including awards, special recognitions and graduate statistics. This publication is typically printed out and used as promotional material for the division. Copies are placed at each school and administrative office, and senior leadership and recruiters utilize them on their various endeavors. The emphasis on this year's design was to create a fun, eye-catching layout with different creative elements while still being on-brand. Because the division tagline is "Shining Brighter Together," staff came up with the name "PPS Bright Spots" to tie this publication to the division while also signifying that these are just a few of the many great happenings at Portsmouth Public Schools. Much of the inspiration for this design came from the division's branding. In the primary logo, the gold represents both sun rays and book pages, with the blue underline representing a horizon over water as well as the covers of a book lying flat. Portsmouth is a nautical city, so the water theme permeates throughout most of the branding for the school division to promote a sense of pride in belonging to this community. The highlights themselves are written in the water with a deep navy blue instead of black to soften the look of the text while also providing the proper amount of contrast to be legible. Instead of bullet points, staff utilized buoys to anchor the blurbs. The sun rays were superimposed from the division logo onto the buoys to further tie in the division's branding. The sailboat is another subtle nod to the nautical theme and the city, whose branding is a sailboat on waves. The boat was designed with white sails and a brown base to break up the blue and gold, with the white sails providing a perfect backdrop for our division logo. This annual publication is a coveted summer highlight, with most copies being distributed and read by staff, stakeholders and the broader community. This practice has also served to boost staff morale and spark interest in seeking more opportunities to gain positive recognition for the school division.