



**BEAVERCREEK  
CITY SCHOOLS**

ONE DISTRICT · ONE MISSION

**ONE CREEK**

# THE POWER OF ONE A UNIFIED IDENTITY

NSPRA GOLD MEDALLION SUBMISSION:  
SPECIAL COMMUNICATION PROJECT/CAMPAIGN

PREPARED BY

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## Beavercreek City Schools

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Public Prek-12 School District | 8200 Students | 976 Staff  
Communications Staff at time of Project: 1.5

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# SYNOPSIS

Beavercreek City Schools (BCS) transformed a fragmented house-of-brands structure into a unified, governance-backed identity system implemented across all schools in one academic year.

Research conducted during the 2023–2024 school year informed the solution. Sixteen stakeholder focus groups held as part of the 2023–2026 Strategic Plan development revealed strong community pride alongside a clear call for greater unity and consistency. A formal brand audit conducted by Dig IN Strategy and Marketing confirmed inconsistent logo architecture, varied color usage, and a lack of enforceable brand governance. Comparative analysis of peer districts reinforced the value of a district-centered identity supported by long-term compliance systems.

In response, BCS launched The Power of One: A Unified Identity, anchored by the rally cry “One District, One Mission, One Creek.” The campaign established three SMART objectives: achieve 100 percent adoption of approved visual identity standards across all schools and departments by June 30, 2026, verified through a formal brand audit; increase stakeholder awareness and understanding of the unified brand by 25 percent by June 30, 2026, as measured through a retrospective pre-post perception survey; and secure at least 50 percent stakeholder participation during the initial rollout year.

Implementation began in 2024–2025 using a phased change management approach. The structural alignment phase standardized logos and color palettes, refreshed digital platforms, updated signage, and published the 2025 Brand Guidelines. Awareness and engagement efforts leveraged coordinated storytelling, multi-channel communications, apparel campaigns, and community-based programming.

The initiative shifted the district from decentralized decision-making to a centralized governance model for visual identity and messaging. Clear approval workflows, compliance standards, and leadership modeling ensured alignment across buildings while preserving school-level pride.

By the beginning of the 2025–2026 school year, 100 percent of schools and the Board of Education had adopted the unified visual system. Launch videos generated 2,063 YouTube views, 90–95 percent of staff participated in rollout activities, and more than 1,500 yard signs expanded community visibility.

Full compliance verification through the 2025–2026 annual brand audit will formally confirm sustained districtwide alignment.

# PROBLEM

BCS operated under a decentralized “house-of-brands” structure, resulting in inconsistent logo architecture, varied color usage, and fragmented messaging across 11 schools. While community pride remained strong, the absence of formal brand governance limited clarity, cohesion, and districtwide recognition.

This structural inconsistency reduced the district’s ability to clearly communicate its mission, values, and culture across buildings and platforms, creating a presentation gap between who Beavercreek is and how Beavercreek is represented.

DISTRICT BRANDING



BUILDING BRANDING





# RESEARCH

The Power of One: A Unified Identity was grounded in structured primary and secondary research to ensure strategic alignment with district goals and stakeholder expectations.

## PRIMARY RESEARCH

STRATEGIC PLAN

As part of the district’s 2023–2026 Strategic Plan development, BCS partnered with Leadership Excelleration to conduct structured qualitative research, including **16 focus groups** representing approximately **70–90 stakeholders** across parents, staff, students, and community members districtwide. Across nearly all groups, participants expressed strong pride in Beavercreek’s academic excellence and community reputation. However, a consistent theme also emerged: the district’s visual identity and messaging were fragmented across buildings, limiting clarity and unity. This pattern of feedback directly informed the Strategic Plan’s Identity and Culture Development goals and provided the strategic rationale for launching The Power of One: A Unified Identity.



FULL STRATEGIC PLAN

**VISION** Inspiring and empowering tomorrow's leaders.

**MISSION** Together, we provide a safe, supportive learning environment to engage all students with innovative experiences to reach their greatest potential.

THEME



Identity and Culture Development

GOAL



**One Identity Team:** Utilize the new vision, mission, and values to establish a unified district identity, fostering unity, trust, and consistency for improved outcomes, and enhanced pride.

### Strategic Plan Focus Groups

- 16 stakeholder groups
- Parents, staff, students, community
- Strong pride
- Desire for unity

### Key Findings

- Strong community pride
- Inconsistent district identity across buildings
- Clear desire for unity and cohesion

### Implication

Stakeholders were ready for a unified district identity.

In February 2024, the district engaged Dig IN Strategy & Marketing to conduct a formal brand audit assessing logo architecture, mascot usage, color consistency, naming conventions, and overall visual hierarchy. The audit confirmed widespread variation in design systems across buildings and recommended a phased transition to a district-centered brand supported by enforceable governance standards. This research-to-strategy connection positioned The Power of One as an organizational alignment initiative rather than a visual refresh.

BRAND AUDIT

### Key Findings

- Strong district pride and community loyalty
- Clear stakeholder desire for greater unity and consistency
- Inconsistent logo architecture and color usage across schools
- Lack of formal brand governance and compliance systems

## FULL BRAND AUDIT



**PHASE 1** **1**  
Discovery, Elevated Brand Story, Initial Visual Design & Campaign Ideas

**PHASE 2** **2**  
More Specific Campaign Communications & Activation

### Implication



Stakeholders were not confused about who Beavercreek was as a district. They were unclear about how the district presented itself visually and structurally. Research indicated readiness for a unified identity that preserved school pride while strengthening districtwide cohesion.

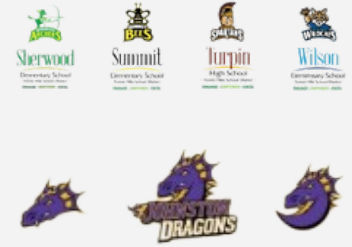
# SECONDARY RESEARCH

Comparative analysis of unified branding models in peer districts — including Mason, Forest Hills, Johnston, West Des Moines, and Bedford — reinforced the strategic value of a district-centered architecture supported by governance systems.

These districts demonstrated:

- Increased recognition through consistent visual systems
- Stronger long-term compliance through formal brand guidelines
- Alignment between strategic plan goals and brand structure

Insights from these models informed Beaver Creek’s decision to transition from a decentralized “house of brands” structure to a unified identity framework anchored by clear governance and phased implementation.



## Research Key Takeaway

A consistent design system, supported by clear governance and thoughtful flexibility, strengthens district recognition while preserving school-level identity and community pride.

## Research-to-Objective Alignment

Research findings directly informed the campaign’s SMART objectives:

- Identified inconsistent visuals → Objective to achieve 100 percent unified adoption and annual audit compliance
- Identified fragmented messaging → Objective to increase awareness and understanding by 25 percent
- Identified desire for unity and ownership → Objective to achieve at least 50 percent stakeholder participation

This alignment ensured the campaign addressed root causes rather than symptoms, positioning the initiative as a strategic organizational transformation rather than a cosmetic redesign.

**RESEARCH-TO-STRATEGY CONNECTION**

RESEARCH METHOD	PARTICIPANTS	PURPOSE	KEY FINDINGS	IMPACT ON CAMPAIGN
Strategic Plan Focus Groups	Parents, staff, students, community stakeholders	Identify strengths, needs, and perceptions	Strong pride, inconsistent identity, desire for unity	Formed a foundation for objective development
Dig IN Brand Audit	Students, staff, faculty, community members	Assess brand perception and visual consistency	Broad support for unified colors; varied mascot views	Informed branding, mascot, and messaging decisions
School-Based Interviews	Seven buildings across grade levels	Gather qualitative identity and culture insights	Desire for connection; mixed mascot preferences, strong Beaver tradition	Supported unified brand story direction
Comparative District Analysis	Mason, Forest Hills, Johnston, West Des Moines, Bedford	Identify successful unified branding models	Unified brands increase clarity and recognition	Validated visual structure and branding approach
Community Symbolism Review	City of Beaver Creek branding	Assess alignment with broader community identity	City prominently uses Beaver imagery	Reinforced use of the Beaver mascot as the districtwide symbol



# PLANNING GOAL

Unite Beaver Creek City Schools under a single, recognizable brand that reflects shared values, fosters pride, and strengthens community trust and connection.

## STRATEGIC RATIONALE

Research findings revealed three primary barriers to districtwide unity: inconsistent visual identity, fragmented messaging, and limited stakeholder ownership. While pride in Beaver Creek schools remained strong, the district’s decentralized “house-of-brands” structure limited clarity, alignment, and shared identity across buildings.

These findings directly informed the campaign’s strategic approach and measurable objectives.

To address these barriers, the campaign was structured as a phased organizational change initiative focused on:

1. Structural Alignment: Establish a consistent visual system and governance framework.
2. Message Clarity & Repetition: Anchor communications around a unified rallying cry.
3. Stakeholder Activation: Convert awareness into visible participation and shared ownership.

District leaders and principals were engaged throughout the planning process to ensure alignment between building-level implementation and districtwide governance standards. This phased approach ensured the initiative was not a logo refresh, but a strategic identity transformation aligned to the district’s 2023–2026 Strategic Plan. The initiative was formally endorsed and modeled by district leadership and the Board of Education, reinforcing systemwide accountability and visible alignment.

A cross-functional implementation team, including district communications, building administrators, and key staff representatives, coordinated rollout responsibilities. Clear expectations were established for logo updates, digital transitions, signage changes, and messaging integration at the building level.

## OBJECTIVES

**1** By June 30, 2026, 100 percent of district schools and departments will implement the approved unified visual and messaging standards.  
**Measure:** 100 percent building adoption + annual brand audit compliance.

**2** Increase stakeholder awareness and understanding of the unified brand by 25 percent by June 30, 2026.  
**Retrospective pre-post survey assessing awareness and understanding before and after the One Identity campaign; digital analytics; newsletter analytics; and email analytics.**

**3** Achieve at least 50 percent stakeholder participation during the 2024–2025 initial rollout year.  
**Measure:** Apparel participation, yard sign distribution, hashtag use, building-level activation.

### RESEARCH INSIGHT

### STRATEGIC RESPONSE

#### RESEARCH-TO-STRATEGY ALIGNMENT

Strong desire for unity	Standardized logos, color palette, and 2025 Brand Guidelines
Inconsistent visual identity	Standardized logos, color palette, and 2025 Brand Guidelines
Stakeholder engagement through apparel, events, and community activation	Stakeholder engagement through apparel, events, and community activation

## PUBLICS

The campaign prioritized two-way communication and measured engagement through active participation across events, merchandise, storytelling, and social media.

### PRIMARY

- Students
- Staff
- Parents & Guardians

### SECONDARY

- Residents
- Alumni
- Local Businesses/Organizations

### TERTIARY

- Local Media
- Regional Civic/Community Organizations





# IMPLEMENTATION

ONE DISTRICT · ONE MISSION  
**ONE CREEK**

The campaign prioritized inclusive engagement across digital, print, and in-person channels. While early videos lacked captions, expanded captioning and inclusive design standards were incorporated into future video communications to improve accessibility.

Training sessions and leadership briefings equipped principals and department leaders with clear expectations, timelines, and implementation responsibilities for updated visual standards and messaging protocols.

The superintendent and Board of Education publicly modeled the unified identity at launch events and in districtwide communications.

Implementation strategies were designed to directly support the campaign’s three SMART objectives.

OBJECTIVE	STRATEGY	PUBLICS	TACTICS	TARGETS
OBJ 1	<b>Strengthen Unity Through Consistent Branding</b>	Primary and Secondary Publics	<ul style="list-style-type: none"> <li>Update building logos and signage</li> <li>Provide branded templates</li> <li>Deploy a visual “One Creek” campaign across buildings and digital platforms.</li> <li>Refresh the district website; publish and distribute a comprehensive brand guide.</li> </ul>	Ensure 100 percent of buildings adopt updated branding by the start of the 2025–2026 school year, with full compliance verified through the 2026 brand audit.
OBJ 2	<b>Build Awareness and Understanding</b>	Primary and Secondary Publics	<ul style="list-style-type: none"> <li>Launch a districtwide campaign video series</li> <li>Share consistent messaging across newsletters, social media, and email communications</li> <li>Integrate One Identity talking points into staff meetings, student assemblies, and other school-based settings.</li> </ul>	Achieve 2,000 video views in 30 days, increase email open rates by 10 percent, and ensure 100 percent of buildings share One Identity messaging by June 2025.
OBJ 3	<b>Engage Students and Staff as Brand Ambassadors</b>	Primary Publics	<ul style="list-style-type: none"> <li>Offer One Creek apparel to promote visibility and pride</li> <li>Align the District Character Education theme with the One Identity initiative</li> <li>Partner with Creek Industries to design and produce branded merchandise.</li> </ul>	Achieve 90+ staff participation in Opening Day apparel, 50 percent student participation in apparel sales, 30 percent growth in One Creek social media engagement, and at least one highlighted One Creek activity per school.
OBJ 3	<b>Foster Community Pride</b>	Primary, Secondary, and Tertiary Publics	<ul style="list-style-type: none"> <li>Design and distribute One Creek yard signs</li> <li>Collaborate with school buildings and booster groups for community-wide distribution</li> <li>Encourage social media participation using campaign hashtag</li> <li>Create selfie boards for use at school and community events.</li> </ul>	Distribute 1,500–2,000 yard signs by the end of 2024–2025, generate 200+ user-submitted photos, increase campaign hashtag use by 25 percent annually, and engage at least 10 community organizations.
OBJ 2	<b>Celebrate and Reinforce the Unified Identity</b>	All Publics	<ul style="list-style-type: none"> <li>Produce a five-episode “Insider’s Perspective” video series and a district branding video</li> <li>Encourage use of campaign hashtags</li> <li>Share spotlight stories and short video highlights</li> <li>Incorporate the rally cry into school and district events, presentations, and visual displays.</li> </ul>	Achieve 2,500+ combined video views, share at least 24 spotlight stories each school year, and ensure 100 percent of district events incorporate the rally cry.
OBJ 1	<b>Sustain Long-Term Impact</b>	All Publics	<ul style="list-style-type: none"> <li>Conduct periodic stakeholder surveys</li> <li>Hold follow-up focus groups</li> <li>Complete annual brand audits to ensure consistency</li> <li>Implement a sustainability plan to keep One Creek integrated into district culture and communication.</li> </ul>	Conduct annual brand audits to reach 100 percent compliance by 2026, complete a stakeholder follow-up survey by June 2026, and ensure 100 percent building-level participation in unified branding by the start of 2025–2026.



# EVALUATION

Structural Consistency | Awareness & Understanding | Participation & Engagement

Evaluation of the One Identity Campaign aligns with its three SMART objectives and measures progress through brand audits, digital analytics, participation data, and districtwide implementation outcomes.

## Baseline Context (Pre-2024)

- No formal brand governance system
- Inconsistent logo architecture across 11 schools
- District highlight video (2023–2024): 246 views
- Board of Education recordings averaged 75–150 views

## 1 STRUCTURAL CONSISTENCY

By the end of the 2024–2025 school year, 100 percent of school buildings and the Board of Education adopted the unified visual system, including updated logos, standardized color palettes, and consistent messaging applications.

The publication and distribution of the 2025 Brand Guidelines established formal governance standards to ensure long-term compliance and accountability. This replaced decentralized logo development with a structured approval process applied consistently across all 11 schools.

## 2 AWARENESS & UNDERSTANDING

To measure awareness and understanding, the campaign utilizes a structured retrospective pre-post survey scheduled for administration at the conclusion of the 2025–2026 school year. This timing was intentionally sequenced following full districtwide implementation to ensure valid comparison and eliminate distortion from phased rollout effects.

While final perception data will be collected after full implementation, interim indicators demonstrate strong message penetration and increasing brand recognition:

- Campaign videos generated 2,063 YouTube views, significantly exceeding historical district averages (75–150 average views for Board recordings; 246 views for the 2023–2024 highlight video).
- During the Aug. 14–Oct. 31 rollout window, Facebook link clicks increased by 65 percent and new page follows increased by 63 percent compared to the same timeframe in the previous school year, indicating expanded stakeholder engagement and message reach during campaign implementation.
- 100 percent of schools integrated unified messaging into newsletters, websites, and public communications.
- Preliminary administrator feedback indicates increased clarity in district representation and reduced confusion regarding logo usage across buildings.

The final retrospective survey will measure a targeted 25 percent increase in awareness and understanding to validate long-term impact following full implementation.

## 3 PARTICIPATION & ENGAGEMENT

Stakeholder participation exceeded rollout benchmarks during the initial implementation year, demonstrating strong internal ownership and visible community adoption.

- 90–95 percent staff participation in Opening Day apparel activation
- 1,500+ One Creek yard signs displayed communitywide
- 100 percent of schools activated at least one One Creek-branded initiative

These engagement indicators reflect cultural integration beyond visual compliance.

Student participation and school-based activities reinforced the sense of unity students identified as a priority during the original focus group research.



# SUSTAINABILITY & NEXT STEPS

The campaign established a long-term governance framework through annual brand audits, visual compliance requirements, and ongoing stakeholder evaluation. Next-phase priorities include full mascot integration, expanded accessibility standards in video communications, continued staff training, and follow-up perception surveys.

The One Identity Campaign did more than refresh a logo system. It unified district identity, strengthened trust, and positioned One Creek as a sustainable cultural framework designed to support clarity, alignment, and community connection for years to come.



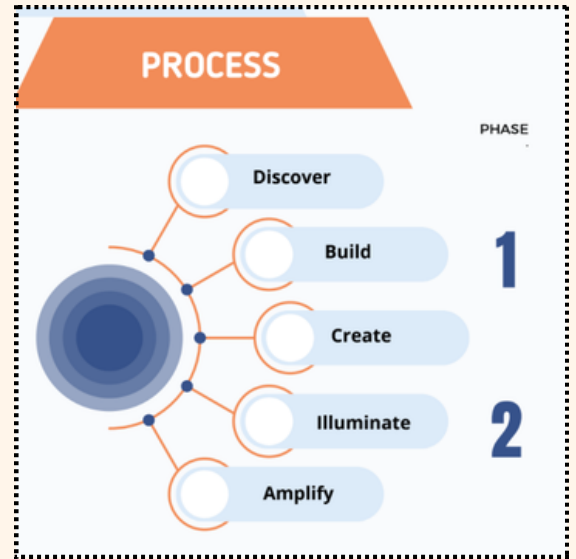
# SUPPLEMENTAL MATERIALS RESEARCH

PARTNERSHIP WITH **DIG IN STRATEGY**

## Research Sessions & Participants (led by Jeff Dattilo of Dig IN)



- Coy Middle School: Student Advisory Group (20–30 students)
- Ankeney Middle School: Student Advisory Group (6–8 students)
- Beaver Creek High School: Student Council, Athletic Council, Fine Arts, Principal-Student Advisory Group (8–12 students)
- Ferguson Hall Freshman Building: Principal student advisory group and staff (12–16, mix of students and faculty)
- Trebein Elementary: Student Advisory Group (6–8 students)
- Fairbrook Elementary: 5th Grade Student Advisory Group and Staff (8-10, mix of students and faculty)
- Central Office: Community Members (7–10 adults)



## METHOD

Open-ended qualitative questions examined stakeholder perceptions of mascots and colors, district reputation, key sources of pride, shared descriptive language, and perspectives on the district’s brand identity.

## KEY INSIGHTS

- Strong districtwide desire to “come together” under a more unified identity.
- Broad support for a consistent districtwide color scheme and stronger visual alignment.
- Recognition that school pride and long-standing traditions should be preserved.
- The Beaver identity is most strongly associated with athletics, school spirit, district tradition, and alumni pride.
- Community group strongly favors districtwide adoption of the Beavers mascot.
- Secondary buildings (middle/high) lean toward Beaver consistency.
- Feedback noted that multiple mascots and color schemes can feel distracting.
- Elementary perspectives vary.
- Some schools are open to adopting the Beaver mascot.
- Others prefer maintaining historic mascots.
- Even those preferring to keep mascots are open to stronger district alignment.
- Overall consensus: increase unity, strengthen visual consistency, and balance tradition with a cohesive Beaver Creek identity.

Interview Insights: School/Group Specific

	Coy Middle School	Ankeney Middle School	High School	Freshman School	Trebein Elementary	Fairbrook	Community Group
<b>Mascot</b>	Beavers	Chargers	Beavers	Beavers	Timberwolves	Foxes	n/a
<b>Overall Opinions</b>	Community-mined, want to be part of it & connected	Mixed opinions	Mixed opinions	Want to be <b>more included</b>	More open to Beavers throughout	More loyalty to Foxes	Proud community. Beavers throughout.
<b>Proud of</b>	Sports Team, <b>Strong Community</b> , The Creek	<b>Supportive</b> , kind, work hard, programs, reliable	<b>Feel accepted, can be yourself</b>	Diversity in everything, variety, but don't feel connected	Feel Heard & safe, teachers	Experiences, safe, top school, stronger together.	Smaller community feel, <b>coming together</b> .
<b>Common Words or phrases</b>	Energy around The Creek	Unified, team, Go Creek, Creek Pride, Go Beavers	Opportunity supportive, diverse	Welcoming, Connected, The Creek is Rising	Unique, Strong Community	Well-rounded, strong, united, team, truthful, “Build the Dam”	Good for business, dynamic, low crime
<b>Mascot or Color Comments</b>	Leaned towards a <b>desire for sense of community</b> approach: mixed	<b>Polarized opinions</b> . Some viewed numerous colors “distracting.” <b>Open to make both middle schools Beavers.</b>	Mixed but lean towards integrated Beavers.. Middle schools should have same mascot	Mixed; Scattered and want to <b>come together</b> , but others like individuality of current elementary	<b>More open to Beavers</b> , “buff Beaver”	<b>Like Foxes</b> , would prefer to keep Foxes, but some open. Relate to: Go Creek, Think of <b>Beavers</b> for Sports.	<b>Beavers preferred</b> , understand some challenge.

**View Interview Insights School Group Specific Table**

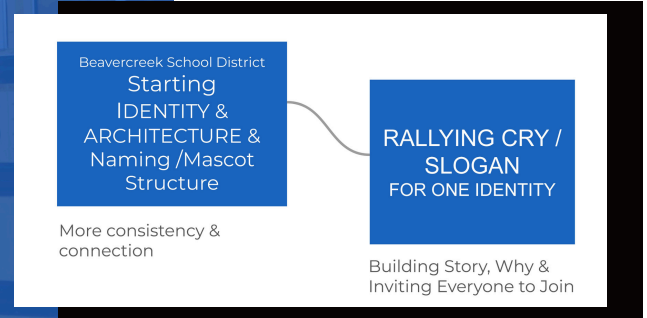
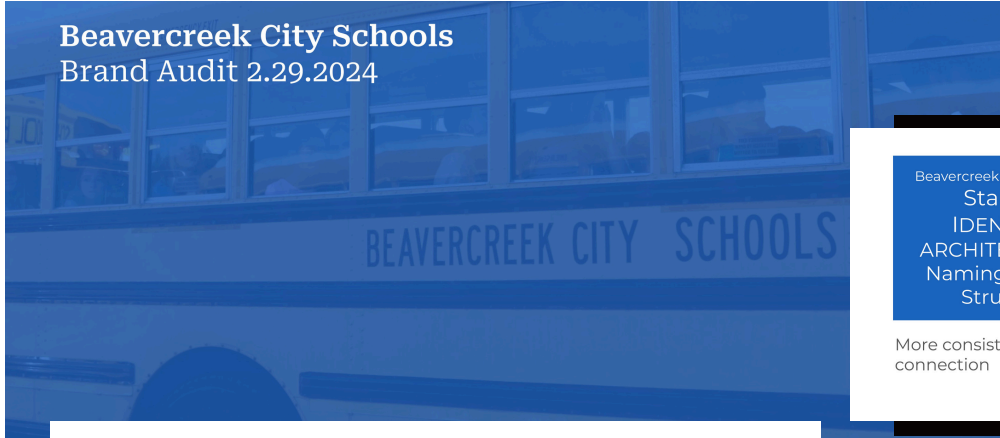


# SUPPLEMENTAL MATERIALS RESEARCH

## Beavercreek Brand Audit: School Case Study

### Points of Pride

- Strong overall pride, especially for teachers, athletics, programs, and a supportive culture.
- Community members associate BCS with camaraderie, strong military and business ties, good value, and low crime.
- High passion around “Creek” identity phrases and “We Are Beavercreek” messaging.



United Dynamic  
Diverse Welcoming  
Connected Well-rounded  
Unique Team Strong  
Community

### DIG IN

#### Recommendations from Audit

- Move to better align the strategic plan with the district brand/name/mascot system.
- Move to a consistent district brand design architecture throughout (starting at the top and all the way through elementary and preschool).
- Starts with architecture.
- Phased approach to move to more simplification and consistency in the naming system and mascots.
- Ankeny Chargers mascot adapted to Beavers (same as high school).
- Then gradually apply to elementary (in time).

## Secondary Research

As part of the secondary research process, Beavercreek City Schools reviewed unified branding models from peer districts, including Mason City Schools, Forest Hills School District, Johnston Community School District, West Des Moines Community Schools, and Bedford Public Schools. Particular attention was given to the Mason City Schools case study, which demonstrated the effectiveness of a district-centered logo architecture with consistent visual standards across buildings.

These comparative analyses helped identify best practices in governance, visual hierarchy, mascot alignment, and long-term brand compliance. Insights from these districts informed Beavercreek’s decision to transition from a decentralized “house of brands” structure to a unified, governance-backed identity system designed to balance district cohesion with school-level pride.

MASON CITY SCHOOLS  
GROWING GREATNESS TOGETHER

MASON HIGH SCHOOL  
GROWING GREATNESS TOGETHER

MASON MIDDLE SCHOOL  
GROWING GREATNESS TOGETHER

MASON ELEMENTARY SCHOOL  
GROWING GREATNESS TOGETHER

MASON INTERMEDIATE SCHOOL  
GROWING GREATNESS TOGETHER

MASON EARLY CHILDHOOD CENTER  
GROWING GREATNESS TOGETHER

Beavercreek Naming/Brand Architecture Example #2

Beavercreek City Schools

Beavercreek High School

Beavercreek Ferguson Hall Freshman High School

Beavercreek Coy Middle School

Beavercreek Ankeny Middle School

Beavercreek Trebin Elementary

Beavercreek Valley Elementary

Beavercreek E.C. Shaw Elementary

Beavercreek Parkwood Elementary

Beavercreek Main Elementary

Beavercreek Fairbrook Elementary

Beavercreek Preschool Center

Beavercreek is used as top-line in all logos. Specific name of school is secondary

DIG IN STRATEGY



# SUPPLEMENTAL MATERIALS **PLANNING**

## MESSAGE ARCHITECTURE & STRATEGIC ALIGNMENT

Research indicated that Beavercreek City Schools did not suffer from an identity crisis, but from an identity presentation gap. Stakeholders expressed strong pride in the district’s reputation and culture, yet identified inconsistent visual and structural representation across buildings.

Messaging therefore needed to unify without erasing tradition, clarify without oversimplifying, and elevate district identity while preserving school pride.

### Rally Cry Selection Criteria

The rally cry, “One District, One Mission, One Creek,” was selected through collaborative leadership review and alignment with Strategic Plan priorities. It was intentionally designed to:

- Reinforce structural unity across 11 schools
- Connect directly to the district’s mission and shared purpose
- Elevate “Creek” as a collective cultural identity
- Function across audiences, grade levels, and communication platforms
- Transition the initiative from visual alignment to emotional cohesion

### Message Hierarchy

ONE DISTRICT · ONE MISSION  
**ONE CREEK**

Primary Rallying Message:

- Supporting Themes
- Unity and Belonging
  - Tradition and Pride
  - Consistency and Trust
  - Excellence and Future Readiness

### Strategic Role of Messaging

The rally cry was engineered not as a tagline, but as a behavioral anchor. It provided repetition, clarity, and cultural consistency across leadership communications, district events, digital storytelling, and community engagement.

Messaging was intentionally designed to function as both campaign language and long-term cultural framework.

### Additional Rally Cry Considerations



Rallying Cry 3: OneCreek - Version 1

One District. One Team.  
**ONE CREEK.**

DIG IN STRATEGY

Rallying Cry 1: Beavercreek United - Expression "B" Stories

**BEAVERCREEK UNITED**

- B** United
- B** Stronger Together
- B** Long
- B** Us
- B** Part of it
- B** Creek
- B** Beavers

DIG IN STRATEGY

Rallying Cry #3: Slogan Inspiration

We are stronger together, and together, we are **One Nation**. One Team. #OneNation.

**ONE NATION. ONE TEAM. UNITED STATES**

DIG IN STRATEGY

Rallying Cry #2

DIG IN STRATEGY

Rallying Cry: Campaign 3: OneCreek - Version 2 (after rallying cry)

Our District. Our Teams. Our Home.  
**Home of the Beavers**

DIG IN STRATEGY

Rallying Cry #4: Other Ideas or Sub-campaigns

**Together, The Creek Rises**

**Idea:** a Unified Beavercreek School District Rises all levels, all grades!  
**Insight:** some don't feel connected. Opportunity to lift each other up, be role models  
**Inspiration:** The Creek is Rising, Build the Dam, A Rising Tide Lifts all Boats

DIG IN STRATEGY



# SUPPLEMENTAL MATERIALS IMPLEMENTATION

Implementation included the launch of the 2025 Brand Guidelines, which formalized visual standards for logo usage, typography, color palettes, and messaging across the district. A unified circular “B” logo system was introduced for the district and all buildings to establish a consistent visual hierarchy while maintaining individual school names. The transition also included standardizing the orange and black color palette and updating building signage to reflect the unified identity, ensuring visible consistency across physical and digital environments.

**Brand Guidelines 2025**

These guidelines introduce you to the Beaver Creek City Schools identity and describe the basics for using and reproducing the Beaver Creek City Schools brand identity. Composed of a series of elements that can be used across all types of media, this identity system helps convey our brand and distinguish it with a recognizable style. You will establish the Beaver Creek City Schools visual presence by consistently following these guidelines.

[Download Brand Guidelines 2025](#)

**CREEK e-news**  
Beaver Creek Community e-Newsletter

www.bccs.org | 937.426.1322 | 3040 Kemp Rd. Issue 22 | September 2024

## WE'RE BACK AND UNITED! ONE DISTRICT · ONE MISSION ONE CREEK

As we kick off the new school year, we're excited by the incredible energy and enthusiasm that already fill our classrooms and hallways. From welcoming new faces to celebrating the return of familiar ones, our students, staff, and community have come together to create an inspiring start to the year.

Many of our schools are already embracing our unified identity under the theme: One District, One Mission, One Creek. Several buildings have begun transitioning their spirit wear colors to orange and black, proudly featuring the Beaver Creek Beaver mascot. While each school will continue to honor its unique history, this unified Beaver Creek identity will symbolize our shared mission and values across the district.

As you travel through our community, you may have noticed signs displaying the One District, One Mission, One Creek theme. These signs serve as a powerful reminder of our collective spirit and the strong bonds that unite us all. If you'd like to show your support, feel free to pick up a sign from any school building or the Central Office to display in your yard.

We're excited about this new chapter and look forward to the positive impact it will have on our district. Together, we are building a legacy of unity and school spirit.

### BACK-TO-SCHOOL EXCITEMENT



## One Identity

During the 2022 strategic planning process, Beaver Creek students expressed the need for a unified identity across the district. This led to the development of the One Identity team and the creation of the "One District, One Mission, One Creek" initiative. During the 2024-2025 school year, each school began to transition from separate school mascots and colors to a single mascot, the beaver, and the district colors of orange and black.

The 2025-2026 school year brings the full implementation of the unified brand identity. Establishing a unified identity requires consistency in branding and imagery across the district. Moving forward, separate mascots and school colors will be maintained as a part of the school district's rich history and legacy, but will no longer be utilized for any school or district branding. Use of mascots and colors outside of the district branding does not support the goal of a singular district identity and is not acceptable.



## Circular Logo Design

The Beaver Creek City Schools circular logo consists of a circular "B" design in a vibrant orange, black, and gray. The logo is supported by a strong typographic ring reading BEAVERCREEK CITY SCHOOLS. There is also an interpretation of this circular logo created for each school building within the district, establishing a unified appearance across the school district.



# 100%

ADOPTION BY BUILDINGS

## Circular Logo Color Palette & Typography

#F27222	BLACK	WHITE	#B8B8B8
C-0 R-242			C-2 R-187
M-53 G-114			M-2 G-187
Y-86 B-34			Y-0 B-191
K-5			K-25

**Aa** Bree Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Superintendent of Schools, Board of Education, & Treasurer





# SUPPLEMENTAL MATERIALS IMPLEMENTATION

The One District, One Mission, One Creek video series showcases the heart of BCS by highlighting students, staff, and programs across the district. Through classroom moments, extracurricular activities, innovation, and community engagement, the series illustrates how BCS empowers, inspires, and prepares every student for success. The videos reinforce the unified identity message while celebrating the people and experiences that make the district unique.

[View the BCSD YouTube Channel](#)

The screenshot shows the YouTube channel page for 'bcsd youtube'. At the top right, there is a prominent red 'SUBSCRIBE' button with a hand cursor. Below the channel name, a search bar contains 'bcsd youtube'. A list of five videos is displayed, each with a thumbnail and title:
 

1. One District, One Mission, One Creek: An Insider's Perspective with Dr. Bobbie Fiori (187 views, 1 year ago)
2. One District, One Mission, One Creek: An Insider's Perspective with Aric Seilhamer (116 views, 1 year ago)
3. One District, One Mission, One Creek: An Insider's Perspective with Maya Drukker (197 views, 1 year ago)
4. One District, One Mission, One Creek: An Insider's Perspective with Dale Wren (295 views, 1 year ago)
5. One District, One Mission, One Creek: An Insider's Perspective with Florence Tillman (218 views, 1 year ago)

 On the left side, a sidebar menu includes options like Home, Shorts, Subscriptions, History, Playlists, Watch later, Liked videos, and Downloads. A featured video player is visible, showing a video titled 'BCS: An Insider's Perspective Video ...' by BCSD YouTube.

This screenshot shows a Facebook post from Beaver Creek City Schools, dated November 1, 2024. The post text reads: "Check out our new video to see what makes Beaver Creek City Schools special! At Beaver Creek, we're committed to creating a safe, supportive learning environment where ev... See more". The post features a large graphic with the Beaver Creek City Schools logo and the text "ONE DISTRICT · ONE MISSION ONE CREEK". Below the image, it says "YOUTUBE.COM Beaver Creek City Schools Brand Message". The post has 10 shares and is liked by "You, Tammy Lynch Rowland and 23 others".

This screenshot shows another Facebook post from Beaver Creek City Schools, dated March 8. The post text says: "We are One District, One Mission, One Creek! We're excited to share our new Beaver Creek City Schools Video—a glimpse into the heart of our district, our students, and our dedicated staff. From the classroom to the field, from creativity to innovation, we are committed to empowering, inspiring, and preparing every student for success. Watch now and see what makes BCS truly special! #OneDistrictOneMissionOneCreek #BCSProud #OurMissionInAction". The post includes the same "ONE DISTRICT · ONE MISSION ONE CREEK" graphic. It is titled "Beaver Creek City Schools Mission Video" and has 12 shares, liked by "You, Debbie Janson, Tammy Lynch Rowland and 35 others".

This screenshot shows a Facebook post from Beaver Creek City Schools, dated October 16, 2024. The post text reads: "Introducing One District, One Mission, One Creek: An Insider's Perspective—a new video series offering a closer look at what makes Beaver Creek Schools great. In the first video, we hear from Florence Tillman, an Intervention Specialist at Shaw Elementary. Florence shares about her role in supporting students with diverse needs and how Beaver Creek's strong sense of community helps everyone come together. Stay tuned for more videos in this series! #OneCreek #OneDistrictOneMissionOneCreek #BcreekSchools #BeaverCreekCommunity". The post features a large graphic with the Beaver Creek City Schools logo and the text "ONE DISTRICT, ONE MISSION, ONE CREEK AN INSIDER'S PERSPECTIVE WITH Florence Tillman". Below the image, it says "YOUTUBE.COM One District, One Mission, One Creek: An Insider's Perspective with Florence Tillman". The post has 6 shares, 61 likes, and 12 comments.




# SUPPLEMENTAL MATERIALS IMPLEMENTATION

FOLLOW US

FALL 2024

Community Newsletter



Want more BCS News? Scan the QR Code or visit our website to view our monthly CREEK e-news, our electronic newsletter!

## Creek Connections

**Beavercreek Schools Embrace Unified Identity: One District, One Mission, One Creek**

It has been great to see our schools filled with the excitement of teaching and learning. I am always impressed by the hard work and dedication of our staff and this year is no exception!

As the school year begins, I am excited to share the latest milestone in our journey towards unity and collective purpose. Many buildings within the district have started the transition to our new unified identity under the theme: One District, One Mission, One Creek. Several schools have transitioned their spirit wear to orange and black and are beginning to feature the Beavercreek Beaver mascot. While each school will continue to honor its unique history, the overarching Beavercreek identity will serve as a powerful symbol of our shared mission and values.

This initiative, first introduced during the 2023-2024 school year as a student-driven goal of our Strategic Plan, aims to strengthen the sense of belonging and community across our schools. By adopting a shared identity, including a unified mascot, we are working to create a cohesive environment that fosters unity among students, teachers, staff, parents, and the entire Beavercreek community.

As you drive through our community, you may have noticed signs showcasing the One District, One Mission, One Creek theme. These signs are designed to reinforce our collective spirit and enhance the bonds that connect us all. Please stop by any school building or the Central Office if you would like a sign to display in your yard.

Our goal is to ensure that every student, from their first day to graduation, feels a deep sense of connection and pride as part of the Beavercreek family. This transition reflects our commitment to promoting academic excellence, social harmony, and overall well-being within our educational community.

We are thrilled about this exciting new chapter and look forward to seeing the positive impact it will have on our district. Together, we are building a legacy of unity and school spirit.

Go Beavers!

Paul Otten,  
Superintendent of Beavercreek City School District

*For more information and to stay updated on district initiatives, please visit our district website at [www.gocreek.org](http://www.gocreek.org).*



**BEAVERCREEK CITY SCHOOLS**  
ONE DISTRICT · ONE MISSION  
**ONE CREEK**



## CHARACTER EDUCATION

We are thrilled to kick off another year of Character Education! At Beavercreek, we are committed to providing our students with a well-rounded education that includes exceptional academic opportunities and instruction in a core set of ethical values.

The Beavercreek Character Education program, established in 2005, emphasizes six pillars of character: caring, citizenship, fairness, respect, responsibility, and trustworthiness. These values are woven into curriculum, activities, and service-learning opportunities.

We're excited to officially launch this year's program and will be exploring one of the six pillars each month, beginning in October. This year's theme aligns with the "One District, One Mission, One Creek" initiative. Stay tuned for more information about our upcoming t-shirt sale!






Character Education

## APPAREL SALE





# SUPPLEMENTAL MATERIALS IMPLEMENTATION

**BUDGET** **Strategic Investment & Stewardship:** The \$184,369 investment reflects a phased, governance-driven transformation impacting all 11 schools and designed for long-term structural alignment. This initiative established enforceable brand standards, centralized logo architecture, and annual compliance audits — eliminating recurring redesign costs, reducing inefficiencies caused by decentralized purchasing, and preventing future piecemeal rebranding across buildings.

Rather than a marketing expense, this was an operational infrastructure investment that created a scalable identity system designed to reduce long-term duplication and inconsistency costs.

Tactic/Activity/Resource	Cost
BCS Branding Guide	\$0.00
BCS Mission Video Production (created in-house)	\$0.00
BOE One Creek Graphics	\$3,665.21
Building Marquee Display Signs	\$6,950.00
Creek Connections Printing/Mailing	\$8,712.11
Dig IN Strategy and Marketing	\$23,732.50
District Website	\$0.00
Mascot Costumes (3)	\$22,253.00
One Creek Lanyards (qty 1250)	\$2,086.53
One Creek 11X17 Posters (200)	\$239.70
One Creek Selfie Boards	\$1,067.64
One Creek T-Shirts (qty 1334)	\$15,939.78
One Creek Sticker	\$200.00
One Creek Yard Signs (qty 3000)	\$6,060.00
Open Eye Studios	\$15,732.16
Research	\$0.00
Social Media	\$0.00
Staff Salaries: 6-person committee (Staff salaries are not itemized, as campaign execution was integrated into existing roles. This number is estimated based on the number of hours dedicated to the campaign by each member.)	\$46,504.60
Welcome Mats with New Logos	\$31,225.97
Why Letters to Community (sent via email)	\$0.00
<b>TOTAL</b>	<b>\$184,369.21</b>

## Investment categories included:

- **Governance & Strategic Planning** (research, audit, brand guidelines)
- **Permanent Visual Infrastructure** (signage, logo systems, mascot integration)
- **Community Engagement & Activation** (yard signs, apparel, events)
- **Digital Alignment** (website realignment, video production)

More than 60 percent of expenditures supported permanent visual infrastructure and long-term governance systems rather than short-term promotional materials.

Spread across 11 schools and 8,200 students, the investment averages approximately **\$16.60 per student** to establish a unified identity system designed for sustained multi-year use.

Several high-impact components, including website realignment, social media integration, and mission video production, were completed internally at no additional cost, reflecting strong stewardship of district resources.

This was not a one-time branding campaign, but the installation of a sustainable identity infrastructure designed to serve Beavercreek City Schools for the next decade.

New Welcome Mats





# SUPPLEMENTAL MATERIALS EVALUATION

Brand Element	Implementation Status	Evidence of Completion	Impact on Objective
District & building logos	Implemented districtwide	Updated logo deployed across all 11 schools and BOE	Established consistent visual identity
Color palette	Implemented districtwide	Orange and Black adopted across digital and print materials	Improved visual recognition
Mascot alignment	Phased implementation	Beaver mascot adopted at secondary level; full adoption scheduled for 2025–2026	Supported long-term unity
Brand guidelines	Completed and distributed	Brand Guidelines 2025 published and shared	Ensured consistency and sustainability
Digital platforms	Updated	District and school websites refreshed	Reinforced unified presence

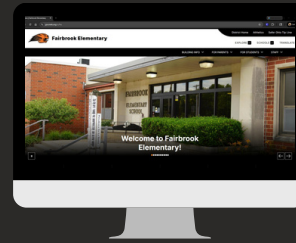
Channel	Tactic / Content	Interim Performance Indicators (2024-2025)	Impact on Objective
Video (YouTube)	One Identity launch videos and storytelling content	2,063 combined views	Demonstrates sustained interest and message visibility
Social Media (Facebook)	Opening Day One Creek staff shirt photo	305 reactions, 4 comments, 10 shares	Shows internal pride and peer-to-peer amplification
Social Media (Facebook)	"One District, One Mission, One Creek" campaign video	113 reactions, 4 comments, 18 shares	High share rate indicates message resonance
Social Media (Instagram/Facebook)	Ongoing campaign posts	Thousands of views; strong likes, comments, shares	Reinforced message recall and recognition
Print	Creek Connections community newsletter	23,000 copies mailed district-wide	Extended awareness beyond current families
Email	Thrillshare Alerts and newsletters	8,000+ recipients; high delivery success	Ensured consistent exposure to campaign messaging

Engagement Area	Participation Indicator	Results	Impact on Objective
Staff participation	Opening Day "One Creek" shirts	90-95 percent staff participation	Demonstrated initial buy-in
Student engagement	Apparel sales and events	Strong participation across schools	Increased visibility and ownership
Community visibility	Yard sign distribution	1500+ signs displayed	Extended campaign into community
Social participation	Hashtag use and submissions	Consistent use across platforms	Reinforced peer engagement
Building-level participation	One Creek activities	Every school highlighted at least one initiative	Achieved districtwide participation

Evaluation of the One Identity Campaign aligns with its three SMART objectives and measures progress through brand audits, digital analytics, participation data, and districtwide implementation outcomes.

## 1 OBJECTIVE

By June 30, 2026, 100 percent of schools will implement the approved unified visual and messaging standards, verified through a brand compliance audit.



The district website was realigned to the unified visual identity system, incorporating the approved logo architecture and standardized orange and black color palette to ensure digital brand consistency.

100 percent districtwide visual adoption achieved by 2024–2025.

## 2 OBJECTIVE

Increase stakeholder awareness and understanding of the unified brand by 25 percent by the end of 2025–2026.

Strategically aligning e-newsletter content to reinforce the core goals and messaging of the One Identity campaign.



## 3 OBJECTIVE

Achieve at least 50 percent stakeholder participation during initial rollout year.

Ongoing strategic use of the #OneDistrictOneMissionOneCreek hashtag to amplify campaign visibility and reinforce unified messaging across platforms.



# REFLECTION

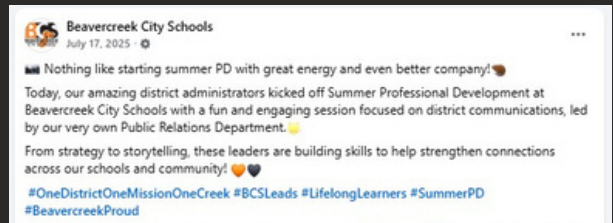
The campaign confirmed strong community pride and readiness for unity. Clear visuals and consistent messaging elevated trust and belonging, with students playing a key role in adoption. Lessons learned include sequencing mascot transitions earlier in facilities planning cycles and aligning capital improvement timelines with brand implementation milestones. Continued reinforcement will ensure the One Creek identity remains strong and sustainable.



# SUPPLEMENTAL MATERIALS EVALUATION

The following snapshot highlights the most significant outcomes achieved during the initial implementation of the One Identity Campaign.

- Achieved districtwide adoption of the One Identity visual system across all 11 schools and the Board of Education Office by the end of the 2024–2025 school year.
- Established brand governance through the development and distribution of the 2025 Brand Guidelines, ensuring long-term consistency and accountability.
- Generated more than 2,000 YouTube views for campaign videos, significantly exceeding typical district video benchmarks (75–150 average views for Board recordings), and reached thousands more through social media and print communications.
- Generated high levels of internal engagement, with an estimated 90–95 percent of staff participating in Opening Day One Creek apparel and launch activities.
- Expanded community visibility through the distribution and display of more than 1,500 One Creek yard signs across Beaver Creek.
- Built a foundation for sustained engagement and full mascot integration at the start of the 2025–2026 school year.



# STRATEGIC CONTINUATION PLAN

- Annual brand compliance audit
- Full mascot integration initiative
- Districtwide professional development
- Continued #OneDistrictOneMission campaign
- Stakeholder awareness survey



[View the One Identity Campaign Awareness and Perception Survey](#)



**ONE IDENTITY CAMPAIGN AWARENESS & PERCEPTION SURVEY**



# THE POWER OF ONE: A UNIFIED IDENTITY

Beavercreek City Schools transformed a decentralized house-of-brands structure into a unified, governance-backed identity system aligned to its 2023–2026 Strategic Plan.

Through research-driven strategy, phased implementation, and intentional stakeholder activation, the district achieved 100 percent building adoption of a unified visual system, established formal brand governance through the 2025 Brand Guidelines, and embedded a rallying cry that now anchors leadership communications, district events, and community engagement.

The initiative strengthened clarity, reinforced trust, and elevated districtwide alignment while preserving school pride and tradition. Full compliance verification will be achieved through annual brand audits by June 30, 2026, ensuring sustainability beyond the initial rollout.

The governance framework and phased implementation model provide a scalable blueprint for districts seeking to strengthen identity alignment while preserving school-level pride.

Students expressed pride in Beavercreek but a clear desire for greater unity and connection. The unified identity responded directly to that feedback, strengthening belonging while preserving the traditions students value.

**One District. One Mission. One Creek.**

**This was not a logo refresh. It was strategic organizational alignment.**



WE ARE BEAVERCREEK

ONE DISTRICT · ONE MISSION  
**ONE CREEK**

