

More than a **LOGO**

Tips On Branding Your School District



Take a fresh look at your district

Visit your schools. Spend time in the classrooms. Approach each visit through the lens of seeing your district for the first time. Who are the people, and what are the experiences that make your district unique? You will find that these people and experiences are the catalysts for what makes your brand.

Invest in professionals

Every district is filled with authentic stories, meaningful moments, and people doing extraordinary work. Investing in professional photographers, videographers, and designers – whether they are part of your communications team or trusted contractors – will show how your district is seen, understood, and remembered.



Develop an archive

Having a catalog of professional photos and video footage will strengthen your efforts to tell your district's story to the community. It also ensures that your branding is authentic, personal, and reflective of the people who make your district successful every day.

Focus on your achievements

Take pride in sharing your successes. Every school is filled with inspiring stories of scholars, educators, and essential workers who go above and beyond every day. Their stories deserve to be told. When you share these successes, your community sees the incredible work happening across your district. Your success is your brand.

