

Case Study: Branding/Creative



Poway Unified School District

Campaign Analysis: 2024



BRANDED DIGITAL PRESENCE

Delivered a total of **44** brand guides and newly designed logos, which include

39 individual school brands

4 district program brands

1 central district brand

This comprehensive branding initiative ensured a unified and modern visual identity across all educational entities.



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER