



Downey Unified
SCHOOL DISTRICT

Strategic Planning Task Force Rebranding Subcommittee
Brand Workshop Process

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Why Us?

Since 2012, Stay Gallery has become much more than just an art gallery. Our design team has been responsible for the creation of several significant local brand identities, including Stay Gallery, the City of Downey's 'Discover Downey' initiative, and The Downey Patriot.

Our organization believes that thoughtful design invokes growth and progress for our community. In doing so, it continues our mission of civically engaging our community through the arts to build a vibrant sense of place where people can live, work, and play.

Our team is comprised of motivated and creative individuals who genuinely believe that the arts can bring positive change to our community.

Strategic Planning Task Force

Rebranding Subcommittee

Roster of Members

SCHOOL BOARD MEMBERS

Mr. William A. Gutierrez
School Board Member

Mrs. Barbara R. Samperi
School Board Clerk

Ms. Nancy A. Swenson
School Board Member

Ms. Laura Rivas
Principal, Warren High School

Mr. Brent Shubin
Principal, Doty Middle School

Ms. Karen Trejo
Principal, Imperial Elementary School

DISTRICT ADMINISTRATORS

Mr. Roger Brossmer
Assistant Superintendent, Certificated HR

Ms. Leslie Jones
Assistant Superintendent, Educational Serv.

Mr. Phil Davis
Director, Support Programs/CTE/STEM

Mr. Chris Nezzar
Director, Technology & Information Systems

STUDENT REPRESENTATIVES

Carlos Agredano
Downey High School ASB Representative

Emily Lopez
Warren High School ASB Representative

UNION REPRESENTATIVES

Mrs. Patty Schlittenhart
CSEA Unit I First Vice President

Mr. Craig Karli
CSEA Unit II Public Relations Officer

SITE ADMINISTRATORS

Ms. Allison Box
Principal, Ward Elementary School

Mr. Tom Houts
Principal, Downey High School

Ms. Alyda Mir
Principal, West Middle School

Mr. Jim Mogan
DEA Vice President

Ms. Lorraine Neal
DEA President

Robert J. Becker
DEA Representative

Jeff Orlinsky
DEA Representative

The Brand Workshop Process

Beginning on February 25, we began a 4-part branding workshop process with the intention of gathering opinions and ideas of various individuals working within the Downey Unified School District. Our goal was simple - to have all the Task Force members articulate verbally and visually what they believe the Downey Unified School District is and should be. Throughout the entirety of the process, we used DUSD's Strategic Master Plan 2014-2017 as a guiding document in attempt to remain true to its mission, vision, and shared values.

Each workshop averaged 2 hours in length. Each meeting consisted of various presentations by our creative team, as well as design activities that required hands-on creative input by all Task Force members. The following is a breakdown of each of the 4 workshops.



WORKSHOP 1 - FEBRUARY 25

Workshop 1 began with formal introductions of all Task Force Members and our creative team. We then gave a presentation on the importance of brand, with an emphasis on local branding initiatives that our team had previously created. Specifically, we walked the Task Force through the creation and implementation of the City of Downey's 'Discover Downey' Initiative to give them an example of the process that the group will be involved with. This allowed them to see a step-by-step approach of creating a brand identity, which is currently being implemented throughout the City of Downey.

The second part of this workshop consisted of dividing the Task Force into groups of 5 for their first Design Challenge. At this point, each group was asked to use our branding principals, Downey Unified School District's Strategic Master Plan 2014-2017, and materials we provided (paper, pens, pencils, markers, etc.) to create identities and narratives that best represented our school district. During this activity, the Task Force had its first breakthrough in realizing that we mostly identified our school district as "Downey Unified" in conversation, rather than the acronym 'DUSD' or 'Downey Unified School District'. This created the initial idea of building the new identity around the phrase "Downey Unified".



"Brand is the perceived emotion when referring to a business, product, or in this case, a school district. It is everything an organization stands for, reflects, and tells. It is the personality. It is what connects DUSD to the community, and the passion that lies in between."

Brand is much more than a logo. It is a promise made and kept."



WORKSHOP 2 - APRIL 1

Upon completion of Workshop 1, we gathered the renderings that the Task Force had created from their first Design Challenge, and we created a presentation of “rough draft” identities that mainly revolved around the symbolism they provided. This process allowed for feedback to bring focus to what was important in the new brand identity.

The next Design Challenge revolved around creating what they felt could be a “final product”. They were asked to provide a logo with strong symbolism, and a narrative that explained their brand identity. The goal was to articulate the vision, mission, and shared values of DUSD. A common theme amongst the completed brand identities was to include a symbol of a ‘guiding path’, which became a part of the finalized brand identity.



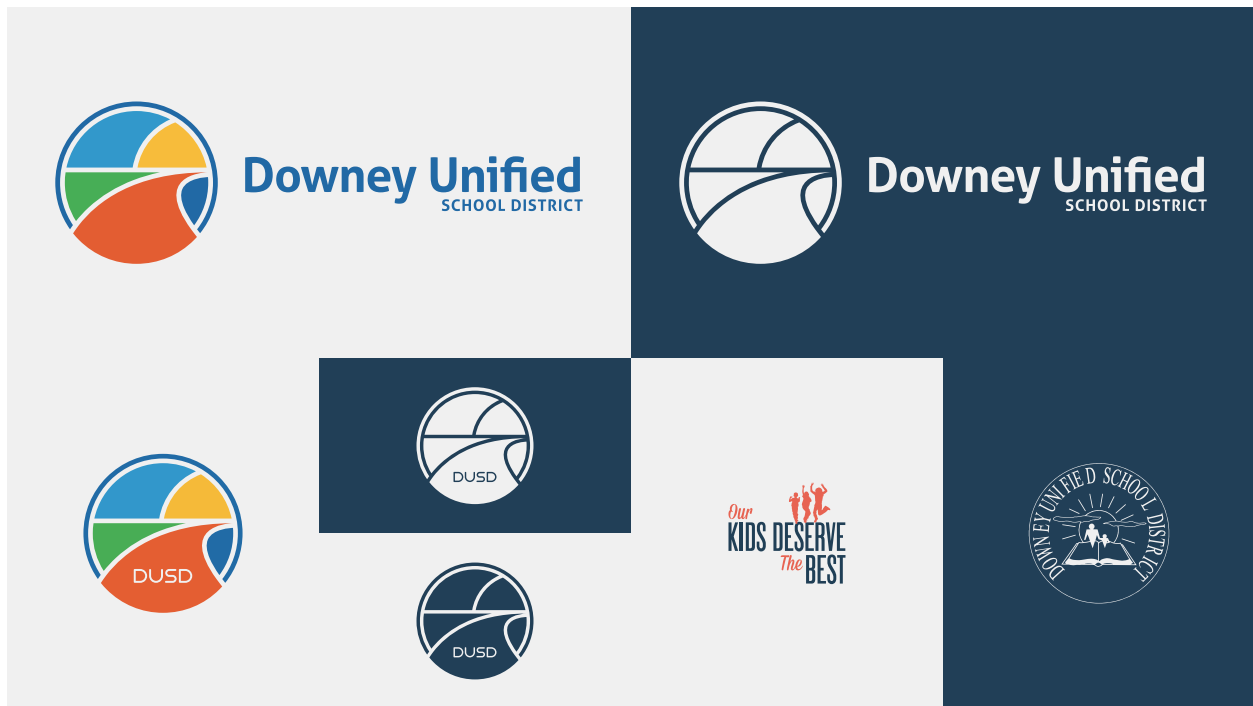


WORKSHOP 3 - MAY 21

Upon reviewing the notes from the brand identity exercises completed by the Task Force groups, we began to create a more focused approach in distinguishing which symbols and narratives truly embodied the brand identity of Downey Unified School District. Workshop 3 began with a presentation that showed several “final” identities. This would ultimately lead to narrowing down which direction to take with the final design.

WORKSHOP 4 - MAY 21

On Tuesday, May 19, the Task Force received an email with a detailed brand narrative. During the final workshop, the Task Force was given a detailed comparative analysis of the varying brand identities and how they would look when implemented across different media platforms (website, social media, print, merchandise, and infrastructure.) Upon the completion of this presentation, the Task Force was asked to voice their opinions on which identity they liked best and why. The Task Force had reached complete consensus, unanimously making a motion to move forward with the following brand identity.



The Brand Identity



The strength of the logo derives from its simple design and clear messaging. It is easily identifiable, and clearly narrates the essence of Downey Unified. In order to be college and career ready, students must follow the path of Downey Unified in order to attain a bright and promising future. This is the overarching message that the logo conveys, and it does so with several components.

The orange path leading to the sun represents the path of Downey Unified and the bright future ahead. The path is surrounded by earth, sea, sky, and fire (sun), making a subtle reference to the 4 earthly elements. This represents the importance of being globally competitive in the 21st century. Holding the symbols together, is the circle that wraps around the perimeter, which blends into the path. This represents the unity of Downey's community, to ensure that all students receive the best education possible. The circle also represents Downey Unified's goal of creating a well rounded, whole child. There are 5 colors in all, and 6 individual shapes, making a subtle reference to the 5 C's and the 6 shared values of DUSD's Strategic Master Plan, respectively.

This brand identity is minimalist in design, yet full of symbolism. Its flat, modern approach allows for easy implementation across print, digital, merchandise, and infrastructure.

Examples of Implementation

