

THE STRATEGY

People, preparation, progress — Payette.

THE APPROACH

People is referring to the initiative to better connect to the community and the schools, making the school staff part of the traditions and culture. “Teachers... you know” could lead into an ad campaign for a new brand awareness push. Preparation, meaning the CTE program and it’s advantages of being prepared for an early start to independence. It is important to communicate progress within schools, this shows an investment and forward thinking. This will better build trust and possible involvements with the audiences. The graphic elements below are a mix of the traditional views of a smaller community while still showing innovation, modernity and progress.



Roboto—
Slab

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LEARN MORE



Teachers
who inspire,
lift, care
you know.