

- **Brand Strategy** – Coming out of the discovery and community engagement exercises, the team had a wealth of insights to distill and incorporate into a brand platform that would serve as the strategic North Star for creative development.
- **Name Exploration** – Guided by the creative strategy, the team conceptualized a series of name options that reflected the values of the organization coupled with the aspirations of the community. One name immediately rose to the top and with the unanimous support of the staff and board was adopted. The new name, All Hands Raised, serves as a rallying cry, mobilizing a diverse community passionate about helping all kids achieve their full potential.
- **Visual Identity** – Working with the new name, the team crafted a full visual identity (logo mark, color palette, fonts) that reflected key themes of education, diversity, and progress.
- **Community Rollout** – On October 28th, All Hands Raised was launched as the new brand identity of the Portland Schools Foundation. A sustained roll-out strategy was developed with input from the team that included an announcement email, rebranded website landing page, community case study and brand manifesto.



Outcomes

- 500+ community stakeholders participated in the community process, via in-person workshops or an online survey.
- Staff and board of directors unanimously adopted the new name and logo in record time.
- The new identity received positive press and feedback from stakeholders including Portland Mayor Sam Adams, Portland Public Schools Superintendent Carole Smith and Portland Trailblazers COO Sarah Mensah.



Credits: Kevin Carroll (catalyst), Jake Murray (copywriter), Greg Parra (designer), Rob Allen (digital), Brooks Gilley (strategy), Ryan Gallagher (strategy/account director) Denise Ransome (senior producer).

