It takes a village to rename the Portland Schools Foundation

Assignment

Rename and rebrand the Portland Schools Foundation.

Background

52 Limited was hired by the Portland Schools Foundation to develop a strategy for changing their name. After more than 17 years, the organization that once worked exclusively to support Portland Public Schools had outgrown their name. Now, as the backbone organization managing the Cradle to Career initiative in Multnomah County, they found that they were working beyond the City of Portland and impacting kids inside and outside of the classroom. They needed a new name that could better reflect the work of the organization and position them for the future.

My Role

I was the senior producer on the project at 52 Limited. I partnered with the account director to develop the overall initial project strategy. I managed and executed the day-to-day operations of the project where I developed and managed the project budget and schedule; creative talent acquisition and management; community event coordination and logistics. I participated in all of the community events as the on-site workshop manager and assisted the facilitator in all aspects of the workshops.

Approach

From the get-go, were we told that the process to arrive at a new name would be as important as the name itself. Working closely with PSF CEO and communications team, we developed a process to involve both internal and external stakeholders to inform and inspire the organizations new brand identity.

- **Discovery** We started by engaging internal staff and the PSF board of directors to better understand who they are, what they stand for and how their work supports their mission. We looked for the intersection between individual passions and collective goals of the organization.
- Community Engagement With renowned catalyst Kevin Carroll, the team convened a series of community-based workshops. A diverse group of education and community participants were given the opportunity to raise their hands and raise their voices, helping shape language and themes around student success that would be used to develop the brand platform.







teachers advocate support passi vestment community education community opport generation empowerment est ent funding equity leadership collaborate

- **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 concepted 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).



Education, Equity and Excellence from Cradle to Career





