

THRIVE BRANDING & IDENTITY

Publications and Electronic Media | **Identity/Image Package**

Designer & Brand Strategist | **Terri Bradford**



Purpose & Outcomes | Unifying Student Success Focus

THRIVE is a newly deployed GPS district-wide online College & Career Success Guide platform that launched in early 2020, where a custom branding solution was needed and developed to be incorporated into planning for its long-term success in communications.

The THRIVE branding and identity concepts were designed by Terri Bradford, designer of our district logo and branding, in which Terri strategically aligned and unified the two visually. This platform needed a bold, clear branding focus that defines its purpose. The THRIVE logo and wordmark design follows the Gilbert blue and gold branding colors of the GPS district, along with a new color introduction of green, which indicates prosperity. A strategically designed arrow in place of the "i" symbolizes upward movement with individual promise of student growth, which has been designed to be used as a recognizable instance in alternate spaces or as an additional design element to enhance branding.



College & Career Success Guide

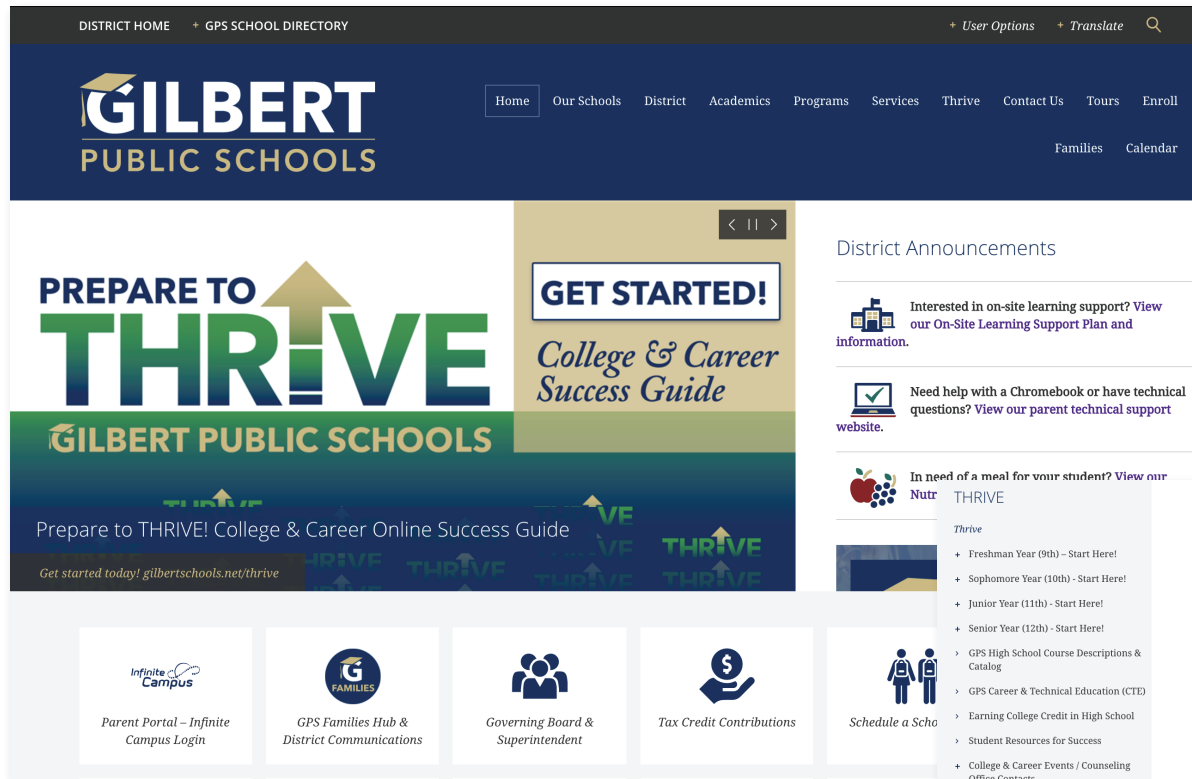
THRIVE branding and identity outcomes have incorporated a beautifully modern gradient from blue to green which unifies all assets designed to reflect an instantly recognizable and unique element to our district. When used in physical and digital communications it unifies and strengthens the on-brand messaging everywhere it's applied.

The significance of aligning all high school counseling and college efforts, along with positive FAFSA completions through a unified brand has strengthened our district's internal and public stance on the importance of student success and accessibility of information and resources. THRIVE's successful launch and branding has been center stage as it is the single point of identifiable unity across all platforms and clearly communicates our commitment to our students, families, and their success at GPS and beyond.



Usage | Examples of branding and identity and graphic assets in use

Graphics for promotion on GPS district homepage and high school websites



gilbertschools.net



THRIVE platform with custom designed navigation and headers, and branded graphics for all school counseling and career sections

gilbertschools.net/thrive



Prepare to THRIVE! College & Career Success Guide

GPS district news/homepage featured link (shared on all high school websites)



COVID-19 Updates for Students Applying to College

Many universities have adjusted their deadlines. Please check with the institutions you are applying to and see what accommodations or virtual resources they have put in place.

[View Testing Updates for ACT, SAT, and AP](#)

College & Financial Aid Support Resources for AZ Students ([English pdf](#)) ([Spanish pdf](#))

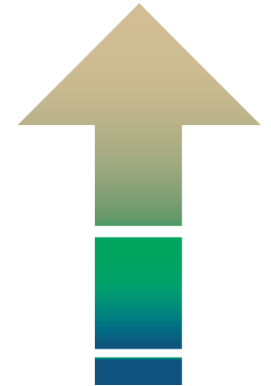
Prepare to THRIVE!



GRADES 9-12 ENRICHMENT

PREPARE TO
THRIVE
GILBERT PUBLIC SCHOOLS

College & Career Success Guide
GILBERTSCHOOLS.NET/THRIVE



Digital marketing promotion graphics
HDTV format for high school and district
TV communications, promotions,
and displayed on outdoor marquees



Complete Your
FAFSA

We are here to help!

- ↑ FINANCIAL EXPERTS
- ↑ REFRESHMENTS
- ↑ GIVEAWAYS

POP IN: 7a.m. to 7p.m.

OPEN COMMUNITY EVENT!

Stop in when it is
convenient for you!

TUESDAY
MAR 3
at **HIGHLAND HIGH**
4301 E GUADALUPE RD., GILBERT

THRIVE
POP
UP
events

GILBERT
PUBLIC SCHOOLS
GILBERTSCHOOLS.NET/THRIVE



*Promotional Cards with QR Codes
(Printed, 3.5x2" business card sized,
distributed throughout high schools
and used at events for promotion)*

PREPARE TO
THRIVE
GILBERT PUBLIC SCHOOLS

College & Career Success Guide

PREPARE TO THRIVE!

Keep this card as a reminder to scan and visit THRIVE from your mobile device anytime! THRIVE is designed to guide students throughout their high school journey (with timelines, information, and planning resources) to help prepare for college and career success!

[GILBERTSCHOOLS.NET/THRIVE](https://gilbertschools.net/thrive)



Go THRIVE!



PREPARE TO THRIVE

GILBERT PUBLIC SCHOOLS

College & Career Success Guide



Digital social media graphics suites, including Facebook events for FAFSA completion targets, Instagram posting and stories content as important reminders for upcoming deadlines and information resources for students

THRIVE

The Official Gilbert Public Schools District
Jan 27 · 🌐

Are you a high school student or the parent of a high schooler? Have you checked out Thrive yet? This unique Gilbert Public Schools resource provides you with all the information you need to thrive in your high school education, and beyond! www.gilbertschools.net/thrive [#preparetothrive](https://twitter.com/preparetothrive) [#connectcreatecare](https://twitter.com/connectcreatecare)



Like Comment Share

1,013 people reached > Boost Post

officialgilbertpublicschools
Mesquite High Counseling

Complete Your FAFSA

We are here to help!
↑ FINANCIAL EXPERTS
↑ REFRESHMENTS
↑ GIVEAWAYS
POP IN: 7a.m. to 7p.m.
OPEN COMMUNITY EVENT!

THRIVE POP UP events
Stop in when it is convenient for you!

THURSDAY FEB 27
at MESQUITE HIGH
500 S. MACQUEEN, GILBERT

GILBERT PUBLIC SCHOOLS
GILBERTSCHOOLS.NET/THRIVE

View Insights Promote

Liked by [highland.hawks](#) and 10 others

officialgilbertpublicschools Join us Thursday, February 27th for the THRIVE Complete Your FAFSA Event from 7 a.m.–7 p.m. at Mesquite High... more

February 26

reminder!

FAFSA! FAFSA!

- gather required items & taxes
- prepare & note deadlines
- submit as early as possible!

GILBERTSCHOOLS.NET/FAFSA

PREPARE TO THRIVE
GILBERT PUBLIC SCHOOLS

reminder!

SCHOLARSHIPS! SCHOLARSHIPS! SCHOLARSHIPS!

- search for scholarships
- plan & gather requirements
- prepare & note deadlines
- submit your applications

GILBERTSCHOOLS.NET/THRIVE

PREPARE TO THRIVE
GILBERT PUBLIC SCHOOLS

THRIVE

College & Career Success Guide

Where do I find study resources?
How do I prepare and apply to colleges?
How do I fill out the FAFSA?
What career should I choose?
How do I find out more about CTE Programs?
Should I join the military?
Where do I find scholarships?
How can I get help finding a job?
How can I prepare for college admissions testing?
How do I contact my counselor?
How can I become a collegiate athlete?
How can I find out about community opportunities?

ACCESS HELP & RESOURCES ONLINE

THRIVE NOW
AND PLAN FOR YOUR FUTURE!

SCAN
to get started



Go THRIVE!

GILBERTSCHOOLS.NET/THRIVE

- ↑ High School Planning Tools
- ↑ Quarterly Breakdowns & Helpful Timelines
- ↑ Career & Technical Education (CTE) Info
- ↑ Campus College Visits & Career Events
- ↑ Service & Volunteering Opportunities
- ↑ Career Discovery Tools
- ↑ College Resources & Navigation
- ↑ College-Bound Athlete Resources
- ↑ Military Information & Resources
- ↑ Testing Dates & Resources
- ↑ FAFSA Resources, Events, & Help
- ↑ Scholarship Opportunities
- ↑ Financial Aid Resources
- ↑ Contact a Counselor or Liaison
- ↑ Student Wellness & Success Resources

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PUBLIC SCHOOLS

PREPARE TO

THRIVE

6' Pop-up
Banners (design
customized for
each high
school and
distributed to
prominently
display in high
traffic areas)
with actionable
QR code and
information
for promotion

THRIVE

College & Career Success Guide

CAMPO VERDE HIGH

Where do I find study resources?
How do I prepare and apply to colleges?
How do I fill out the FAFSA?
What career should I choose?
How do I find out more about CTE Programs?
Should I join the military?
Where do I find scholarships?
How can I get help finding a job?
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