



**PLAID
GORILLA
DESIGN CO.**

PROJECT PROPOSAL

FARIBAULT PUBLIC SCHOOLS BRANDING IMAGERY PROJECT

OVERVIEW

To better promote school pride, enhance community engagement, and create a consistent visual identity across all athletic and extracurricular promotions, this proposal outlines a plan to develop a centralized library of high-quality, approved images for Faribault Public Schools.

OBJECTIVES

- Increase Visibility of athletic programs and school activities through consistent and appealing visuals.
- Support Branding by using images that align with the district's identity, colors, and values.
- Empower Staff & Coaches with easy access to pre-approved images for marketing, posters, social media, and school websites.
- Capture Spirit through dynamic, high-resolution photos that reflect the energy, diversity, and excellence of FPS students.

BENEFITS TO FARIBAULT PUBLIC SCHOOLS

- A professional, cohesive image presence district-wide
- Increased pride and student recognition
- Time-saving resources for staff and coaches
- Elevated public-facing branding for recruiting, community, and alumni engagement

SCOPE OF WORK

Discovery & Brand Alignment

- Collaborate with FPS communications staff and key stakeholders to review current brand guidelines, logo usage, and tone.
- Identify opportunities to create supporting visual elements that maintain cohesion with the official district brand while expressing the unique energy of athletics and student activities.

Development of Spirit Mark System

- Design a series of custom illustrations, alternate logos, and graphic elements to represent:
 - School pride and mascot identity (e.g., stylized falcon heads, talons, flight patterns)
 - Student activities (e.g., band, theater, academic clubs, esports)
 - Slogan-based designs (e.g., "Falcon Strong," "Protect the Nest," "We Are Faribault")
- Create variations suitable for print, web, apparel, and signage, including full color, black & white, and single-color formats.

Creation of Icon & Element Library

- Develop a digital library of vector-based assets and spirit graphics, such as:
 - Decorative elements (banners, wings, lightning, etc.)
 - Team-specific insignias or custom lettering design options

Template Development (Optional)

- Provide customizable Canva or Adobe templates for:
 - Social media graphics (game day, final scores, student spotlights)
 - Posters and event announcements
 - Banners or yard signs

Delivery & Training

- Package final files in an organized, branded digital library
- Provide clear usage guidelines and instructions to ensure consistency
- Host a brief virtual or in-person training for staff and coaches on how to use the new assets

INVESTMENT

TOTAL PROJECT COST: \$5,000