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Estacada School District updates their brand with Creative Company

MCMINNVILLE, OR: Following the lead of the City of Estacada, the Estacada School District chose to redesign their brand to align with the new brand for the City. Creative Company completed an extensive rebranding program, including messaging and identity, for the City in April 2016. Soon after, a new identity using the same “ESTACADA” design was created for the School District. Banners featuring the Estacada School District mission and “SEEDS” values were designed to hang in classrooms, a new stationery package layout created and brand guidelines provided to the District.

“We hung the mission statement and logo and have been receiving such great feedback. It has even sparked conversations with the City of Estacada about how this is a visual representation of the connection between the school district and the greater Estacada community,” said Cynthia Rathbun, Estacada School District Technology Coordinator.



Carrying the branding of the City of Estacada through the design, Creative Company developed branding for Estacada School District that is cohesive with the city but distinct in its support font choice and application of the School District’s brand promise – inspire, engage, achieve. The new banners use the brand fonts, photos that express the mission and strategic plan, and the new logo. Business cards and

letterhead designs were also updated to feature the new logo.

“The most challenging piece of a community identity is designing a system that is distinct and recognizable but also flexible enough to be adapted to different and related entities while maintaining the connection to the ‘parent’ brand identity. The Estacada School District and the City of Estacada are closely connected yet can also stand on their own, each with an individual brand promise,” said Jennifer Larsen Morrow, project manager for the Estacada work and president of Creative Company, Inc.

About Creative Company

For more than 35 years, Creative Company has been providing brand strategy, development, design, messaging, and management for clients in a wide range of industries.



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