

BUILDING A BRAND FOUNDED ON TRUST

OPPORTUNITY

They say that in education, where Texas goes, so goes the nation. With the second largest education system in the US, Texas models how states manage their school systems. As the go-to association for Texas school business and operations professionals for over 75 years, TASBO supports its members' careers and drives policy that impacts millions of students' lives across the state, and potentially nationwide.

While TASBO is deeply valued by its members, its brand story and visual identity didn't reflect the true impact they have on education. Their tagline, mission, and purpose statement were all the same: "TASBO is THE trusted resource for school finance and operations." While true, we had a bigger story to tell. We needed a brand to reflect their leadership in education in Texas and beyond. Our agency showed them that there's power in saying: "TASBO educates those who make education possible." This simple shift truly elevated how TASBO explained themselves.

INSIGHT

"Trust" isn't something a brand should say. It's something a brand should do. We needed to help TASBO unpack and define trust in a credible way that broadened their story. Through research, we found their formula: Trust = Expertise + Access + Empathy + Passion. TASBO members, whether new or experienced, turn to them with questions. When they face uncertainty, TASBO provides clarity. Their staff is a team of experts who listen, anticipate questions before they are asked, and act fast

to gather insights. Their members have answers, too, so TASBO facilitates connections that allow them to innovate together.

SOLUTION

"TASBO: Find the Answer Here." That's TASBO's new tagline. It positions TASBO as the first place someone should seek support—already true for current members and a promise to prospects. The new logo shows TASBO as a connector. They bring professionals together from every corner of Texas and every facet of school business, shaping community and creating space for every member. It's a pathway to answers.

To mitigate any fears around the rebrand—change is scary!—we encouraged a launch video. It's the best format to bring members along and ease them into the updates while reassuring them of all that's staying the same.

THE '&'

While we intentionally made this rebrand an evolution rather than a revolution, we knew members would be apprehensive. They'd wonder if more change was coming, and they don't want their already-perfect association to change!

We recommended video as the best format to announce the brand refresh—it would bring members along and ease them into the updates while reassuring them of all that's staying the same.

PROJECT COMPONENTS

- Discovery & Research
- Brand Strategy
- Visual Identity
- Relaunch Campaign
- Assets & Video

See how TASBO shares their rebrand story.

<https://www.tasbo.org/find-the-answer-here>

RESULTS

TASBO unveiled their new brand on their website and social media, with the video as the centerpiece, and the support is overwhelming. We measured their Net Promoter Score at the start of the engagement. Then, since the campaign launch relied solely on owned channels, we looked to member comments to measure sentiment and success.

The rebranded landing page (<https://www.tasbo.org/find-the-answer-here>) received 3,199 impressions since the launch, reaching over 1/3 of TASBO's membership. There have been 4,100+ views on LinkedIn, 1,900+ on Facebook, 1,500+ on X, and 550+ on Instagram. Emails to members had an open rate of 62.6%, with a click-through rate of 6.2% and 19.7% of all opened emails being forwarded to members' networks. Non-member emails had an open rate of 33.9%.

The support was unequivocal. Comments throughout their channels and forums demonstrated immediate acceptance of the new story and style. Any apprehension initially predicted among members turned out to be all enthusiasm and a sense of, "this is so right."

Here are a few comments that capture the love TASBO members were feeling:

"This is fantastic! I appreciate your hard work. TASBO certainly deserves this exceptional branding."

"You all have done a fantastic job with the rebranding. The video is perfect!!"

"Great job, with the rebranding of the website! I like the new web layout."

"The right message at the right time for TASBO."

"It does look AMAZING! People from other originations that I talk to speak so highly about TASBO and how it evolves and presents itself so well. It's a solid organization and that is demonstrated by its core leader, so thank you for that vision!"

Yes& and TASBO have already partnered up for an extended relationship, so we can keep supporting their work!

3,199+

IMPRESSIONS SINCE THE LAUNCH

4,100+

VIEWS ON LINKEDIN

6.2%

CLICK-THROUGH RATE (CTR) VIA EMAIL TO MEMBERS' NETWORKS

33.9%

OPEN RATE VIA EMAIL TO NON-MEMBERS

passionate

Plus Jakarta Sans

Extra Light / Light / Regular / Medium
Semi Bold / Bold / Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789!@#%&*
We educate those who make education possible. For over 75 years, TASBO has earned trust as the leading non-profit association supporting Texas K-12 school business. Led by seasoned experts, we offer our members space to learn, connect, and grow so that our schools can exceed their goals.

connected

For over 75 years, TASBO has earned trust as the leading dependent, not-profit association supporting Texas K-12 school business.

Led by industry experts, we offer our members space to learn, connect, and grow so that our schools can **exceed** their goals.

belonging

Texas teachers and students *focused only on learning, made possible by impactful school business officials.*

Lumias
abcdefghijklmnopqrstuvwxyz
qwertyuiopz0123456789



Sub Brand Identities



Business Cards



Newsletter package Style Guide and Templates



Campaign Assets
Actual assets are animated

