



2026 COSPRA Publications & Digital Media Award Entry
Category: Branding & Image Package

Investing in Our Schools

Bond Transparency Branding System



SYNOPSIS

Durango School District has developed a cohesive, multi-year branding system to communicate how voter-approved bond funds are being used across school sites. This work builds on successful transparency efforts from the 2020 bond and expands into a broader, multi-channel strategy following the passage of the 2024 Investing in Our Schools Bond. The goal is to move beyond a one-time ballot message and provide ongoing, visible proof of investment to a community that expects transparency and accountability.

A key component of this work is the use of large-format outdoor banners and indoor posters, which display total dollars invested at each school and highlight upcoming improvements. This signage provides consistent, high-visibility communication at school sites and has become a recognizable symbol of bond-funded progress.

Following the 2024 bond passage, the district expanded this approach into a broader branding system that includes community engagement events and coordinated digital storytelling using the hashtag #YourBondAtWorkDSD. Each element reinforces consistent messaging while allowing for site-specific customization, including project descriptions, timelines, and upcoming improvements.

To further engage the community, the district hosted a “First Look” event for the future Three Springs Elementary School (groundbreaking in May, opening in fall 2028), inviting families and community members to review project plans, timelines, and design concepts. This event provided an opportunity for two-way communication, allowing the community to ask questions, share feedback, and better understand how bond investments are being implemented.

The #YourBondAtWorkDSD digital campaign complements physical signage and events by highlighting ongoing projects, maintenance work, and completed improvements across district channels. This creates a continuous narrative of progress and accountability. Together, these elements form a unified branding system that spans multiple bond cycles, keeps bond work visible, builds public trust, and demonstrates responsible stewardship of voter-approved funding. This work ensures that voters not only approve bond funding, but continue to see and understand how those investments are delivered over time.