

THE BACKGROUND

Across Connecticut, schools are reimagining the role food plays in education—moving beyond the cafeteria to create meaningful connections between students, their meals, and the communities that grow them.

Led by the Connecticut State Department of Education, CT Fresh Ed was established as a unified statewide initiative to strengthen and embed these practices into the everyday fabric of school life. The program reflects a broader commitment to ensuring that fresh, locally sourced food is not an exception, but a consistent and celebrated part of how students learn and grow.

THE CHALLENGE

We were tasked with creating a cohesive brand identity that could communicate the scale, purpose, and interconnected nature of this statewide initiative.

The identity also needed to reflect a systems-level shift in how Farm to School is implemented, where food procurement, nutrition education, and community engagement are not separate efforts, but part of a unified approach. Built around the “3 Cs”—Cafeteria, Classroom, and Community—the visual system was developed to express these connections clearly and flexibly.

A cohesive visual system was developed, combining wordmark, iconography, and illustrative elements to create a toolkit that could scale with the program while maintaining clarity, consistency, and human connection.

THE RESULTS

The final identity brings clarity and cohesion to a statewide initiative built on collaboration, education, and care. A friendly and approachable wordmark is supported by a dynamic system of icons and illustrations, each reinforcing the program’s three core pillars. Organic forms, textured edges, and a vibrant yet grounded palette create a visual language that feels both contemporary and deeply human.

More than a system of visuals, the brand serves as a connective framework for Farm to School efforts across Connecticut—helping communicate a shared mission to improve student health, strengthen local agriculture, and foster enduring relationships between schools, students, and the communities that sustain them.