



CT Fresh Ed

CT Fresh Ed is a statewide initiative that redefines how students experience food in schools—connecting cafeterias, classrooms, and communities through fresh, locally sourced ingredients. Led by the Connecticut State Department of Education, the program embeds Farm to School practices directly into school nutrition operations, making healthy meals, agriculture education, and local procurement part of everyday student life.

We partnered with Connecticut State Department of Education to develop a brand system that reflects both the scale and intention of this work. Built around the “3 Cs,” Cafeteria, Classroom, and Community, the identity communicates a connected system where food, learning, and local partnerships intersect.

The result is a flexible and approachable visual language, combining a friendly wordmark with a dynamic suite of icons and illustrations. Organic forms, textured edges, and vibrant color create a system that feels grounded and alive—supporting a program designed to improve student health, strengthen local agriculture, and create lasting impact across Connecticut communities.













CT FRESH ED

NURTURING COMMUNITY

SEE HOW



CT FRESH ED

LOCALLY GROWN

SEE HOW



CT FRESH ED

LEARNING TOGETHER

SEE HOW



