



Vision. Action. Change.

REBRANDING DESIGN SERVICES GUIDELINES

As modern schools, districts, and other education organizations evolve to be more responsive to the needs of the local and global communities, a careful consideration of brand and image becomes critical to communicating one's values and beliefs. A close examination of the organization's brand is the cornerstone of communication with the wider community. Often, a shift in brand becomes necessary. Rebranding can result in: strengthened community relations leading to meaningful partnerships; increased student recruitment and retention; the overcoming of negative perceptions; an increase in staff, student, and parent satisfaction; and more. Rebranding is a significant undertaking which should be approached strategically as cost, time, and public perceptions will all come into play. This process will result in the need to reimagine a variety of promotional items, both big and small. Although some may be hesitant to fundamentally rethink their brand, voicing concerns such as "We have always been red and gold; it is our identity", the rewards of effective rebranding are immense. To achieve desired results, rebranding should be approached with a focus on strategy, a clearly understood process, creative vision and thought, and clear goals. G&D Associates has developed the following guide to illustrate how we will lead your organization through a comprehensive rebranding process.



Logo and Mascot before Rebranding

Logo and Mascot after Rebranding

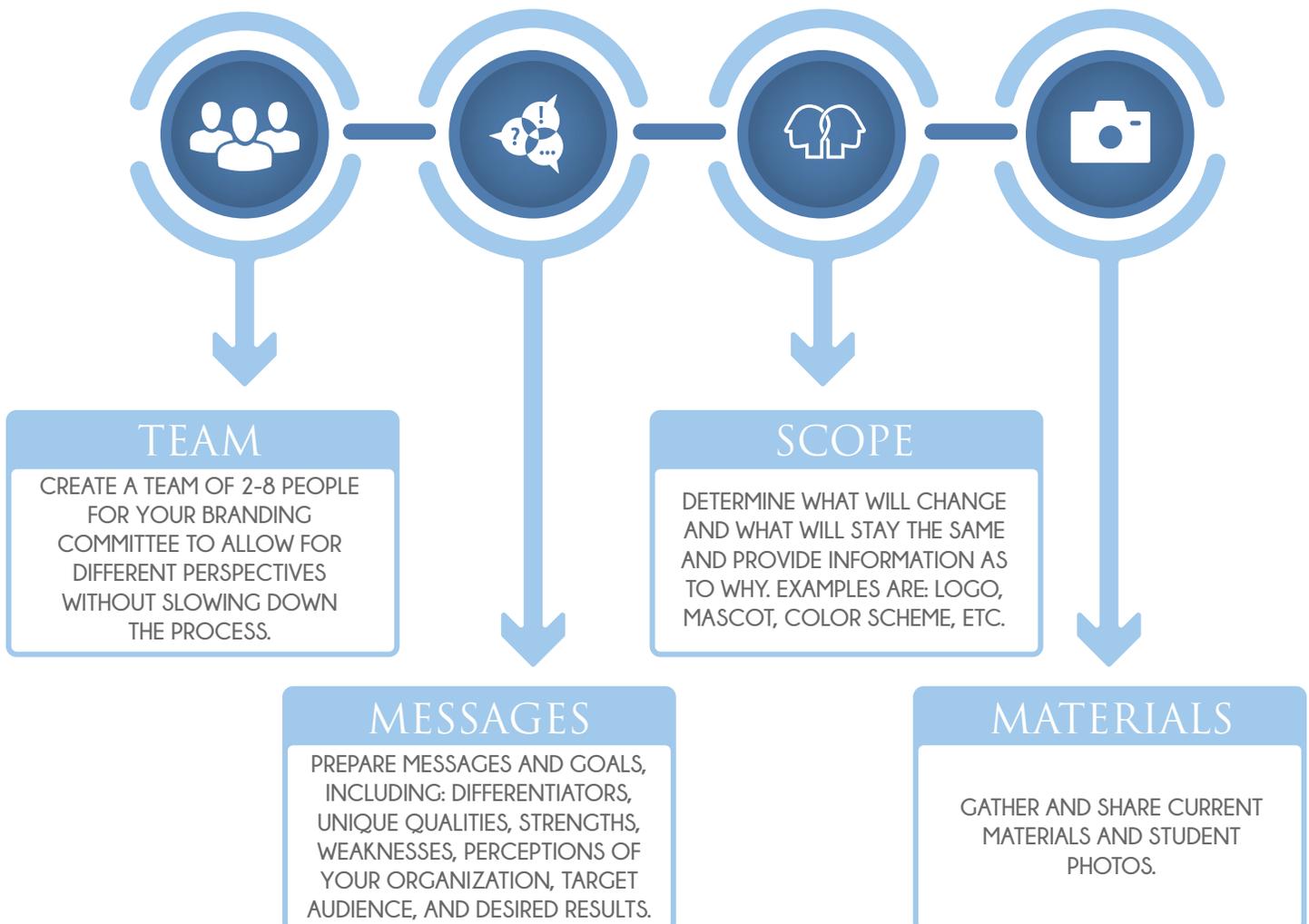


THE PROCESS

Rebranding is a collaborative process which G&D Associates will lead. We will present designs to your rebranding committee at multiple stages along the journey. Timely and focused feedback about the designs will enable us to develop and drive the work in a direction which best fits the cultural needs of your organization.

BEFORE THE DESIGN WORK BEGINS

Set your project on course for success with initial preparation. Each step is covered in more detail on the next page.



TEAM

Each member of the rebranding team should be a stakeholder in the school, open to change, and able to commit one to two hours per week to this project for a period of six to eight weeks. A group of two to eight people on the committee is ideal as this will encourage different perspectives without becoming overly cumbersome.

MESSAGES

A clear vision and goals are essential to successful rebranding. Identify why there is a need to rebrand, what you want to say, and who you want to reach. Determining these elements up front will enhance your end results. Please respond to the following:

The What: What do you think you are known for? What are you known for (survey's and/or focus groups can help)? What do you want to be known for?

Additional information:

- Why do you feel a rebrand is necessary?
- What differentiates your school and/or makes it unique?
(Provide details of learning experiences and partnerships which contribute to these.)
- What are your school's strengths?
- What would people say in the school's favor?
- Why would someone choose not to attend your school?
- What might they say against your school and why?
- Are there historical issues/perceptions to consider?
- Who is your target audience?
- Are there specific messages, associations, images, slogans, or words that may be relevant in your new branding?

SCOPE

Diluting the rebrand by keeping certain elements the same is a viable option. However, these decisions should be made as objectively as possible. Carefully examine each element that you are considering keeping to determine if it works toward or against your marketing goals and balance this against cost (to replace items) and other considerations.

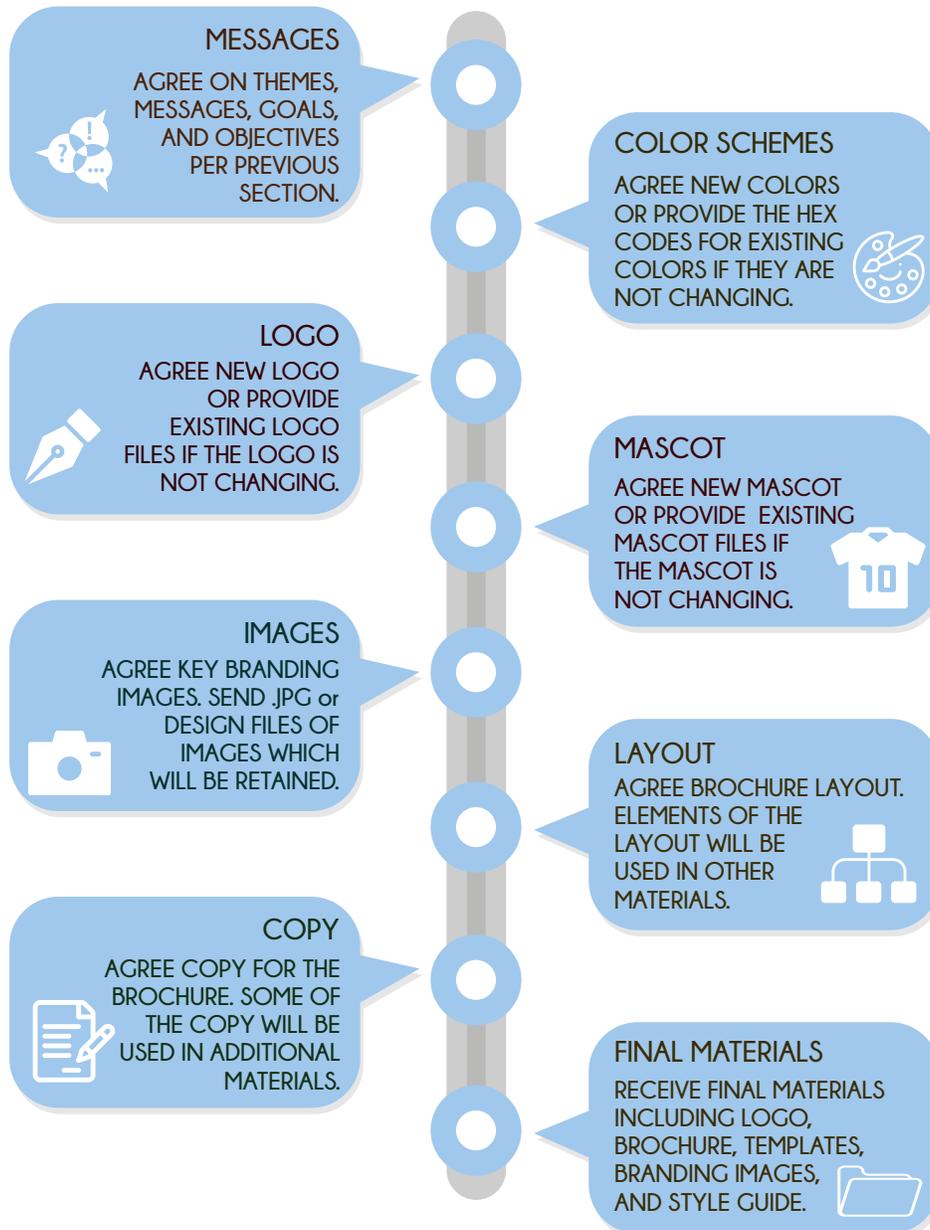
MATERIALS

Gather and share current promotional materials with us. Provide high-resolution image files (ideally the original design files) for any branding which is not changing. In addition, we need high-resolution, high-quality student pictures to reinforce the messaging. If you don't already have a great set of pictures, consider hiring a professional photographer.



PROJECT FLOW OF THE DESIGN PROCESS

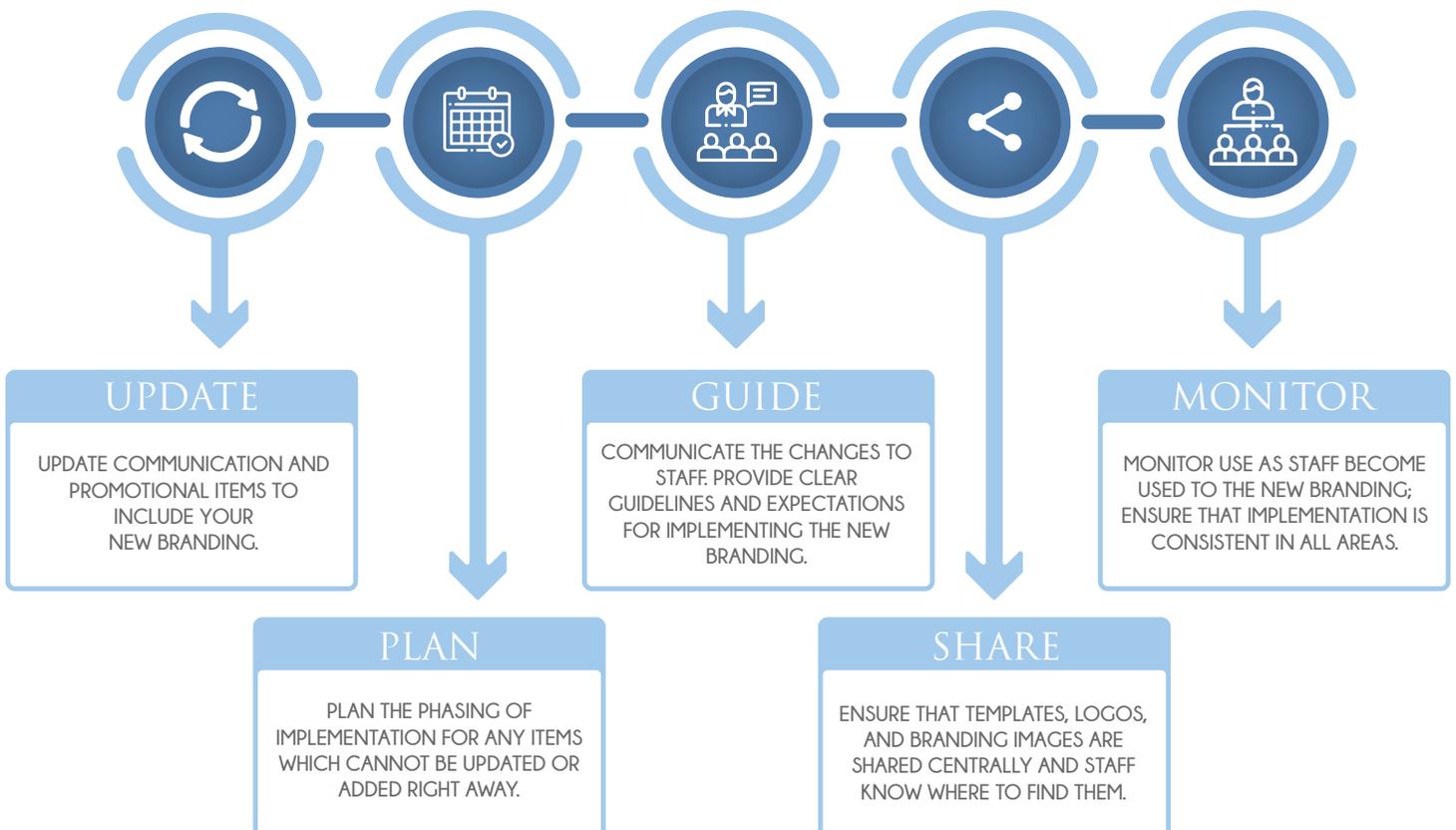
The project flow during the design process is linear—each step builds on previous work. Once a stage of the process has been set, it is time consuming to go backwards. Requests to change a previously agreed stage of the design processes will result in delays and probable additional costs. It is important to remember throughout the process that branding is not about personal likes or taste; it is about creating images and messages which work to achieve the identified marketing and communication goals of the organization.





ONCE THE REDESIGN IS COMPLETE

Your redesigned materials are complete—now what? Consistency is essential for creating an effective brand. You can have the most beautiful designs in the world but if they are not used consistently, the desired results will not be achieved. In addition to updating communication and promotional items, it is vital that all staff members understand the new branding guidelines, receive support, and have access to the resources they need to implement change. For example, if the school has rebranded to a blue and silver color scheme, a Helvetica font, and a new logo, it would be counterproductive for a staff member to send communications with a green Minion font and the old logo.



Questions? Get in touch!

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