

The Ultimate Rebranding Guidelines

Everything you need to consider when it comes to rebranding or refreshing your school's identity.

Know Yourself

► Brand Identity

Rebranding is a big deal, so it's important that you take the time to get it right. The first thing you have to understand is that **your brand is so much more than just a logo**. Your brand identity is the entire spectrum of touch points between your school and it's stakeholders. It is your identity.

Your brand should encompass your school's **personality, story and values**; these specific characteristics are what resonates with your audience and separates you from any other school. **It is what makes you unique.**

Think of your brand as your school's DNA. Your logo, values and identity are the genes that collectively make up the complete DNA molecule.

With a brand refresh, you don't want to completely start from scratch - but **rework, revisit and develop** what you currently have, including:

- Ethos
- Values
- Mission Statement
- Logo
- Slogan / Motto
- Website
- Brand Guidelines
- Social Media
- Newsletters
- Letterheads
- Photography
- Staff Email Signatures
- Signage
- Prospectus



Influence of School Branding



Know Your Place

► Positioning Strategy

Escape the sea of sameness by defining your school's positioning strategy.

- Are you considered as an “all-rounder” or do you specialise in specific areas?
- What type of student, parent or teacher do you want your school to serve and adopt? Bigger budgets, bigger brains or bigger hearts?
- If you want to grow - what are the aspirations of your school?
- What are the short, medium and long term aims of the school?
- What are your strengths and core competencies?
- Focus on what you do best rather than attempting to offer every possible feature or service.
- Target a specific segment of the market - not the centre of the market.
- Make your brand different - make it better.
- Don't imitate.
- Define what your school is NOT.
- Do you want to be mildly appealing to a broad group of prospects or intensely appealing to a small group of prospects?
- Define what your school IS.
- What kind of special knowledge and expertise does the school possess?
- How can you change the working environment to better reflect your positioning?



Know Your Audience

► Content Marketing Strategy

Whether you're refreshing your brand or completely rebranding, you always need to begin with **analysing your target market's** preferences. **To stay relevant to them, you need to solve their problems.**

You will need to establish whether your brand identity (ethos, values and personality of your school) reflects them or not. If it doesn't reflect them - go back to the drawing board and **find a way to reconnect with your target market.**

This will give your school direction and focus when it comes to rebranding. **This should be done at an appropriate time for your customers.** When you're doing a rebrand for a school - it's usually wise to do it over the summer holidays. This will mean the new brand will start in the new academic year.

A content marketing strategy will not only help you to further understand what your stakeholders want from your brand but also **provide you with an opportunity to learn more about them as people.** You will identify their challenges, frustrations, wants and needs, any time constraints or what their own values are.

Read more about reaching the right audience in the blog post featured to the right:



Your Competitive Advantage

▶ Get Ahead

Stay ahead of the curve and get trendy: By understanding and following the trends within the education sector, this will put you in a position of **attack rather than defence**. Look at what some of the best schools are doing in terms of branding, marketing and their online presence (social platforms, blogs, website etc).

What are they talking about and discussing? What is happening within the education sector currently? What has been prevalent in the news? **Jump on trending topics and put yourselves out there as thought leaders.**

▶ Remain Consistent

People follow brands they understand: In order to effectively connect with your existing stakeholders whilst also attracting new potential parents, students and teachers - it's important that you don't alienate them. **Rebranding can confuse customers by quickly becoming unrecognisable.** This is exactly what you want to avoid.

Whilst you might want to change your logo, identity or website design - it's important to **communicate with your stakeholders** to ensure they are involved throughout the whole process. This will not only keep them in the loop so they aren't in for any surprises but also **showing them that the school cares about their thoughts and opinions.**

Rebranding Checklist

We have included some of the things you will need to consider whilst you are going through a rebrand.

1 Brand Identity

Ethos, values, mission statement, school motto, logo, brand guidelines.

2 Website

Having an up to date and on-brand website that clearly demonstrates your identity.

3 Branded Stationary

Including; letterheads, note pads, pens, compliment slips, report templates etc.

4 Uniforms

The school will need a new uniform if the logo and colours have changed.

5 Social Media

Update all social media platforms with new branding.

6 Signage

New signage in accordance with the newly stated brand guidelines & logo.

7 Photography

New high-quality photography to go alongside a fresh brand image in order to improve overall perception.

8 Branded Stationary

Including; letterheads, note pads, pens, compliment slips, report templates etc.

9 Voicemail Greetings

Ensure that your voicemail greetings are refreshed - regardless of whether you change your name.

*There will be more considerations to take into account as you work through these points. The key is to ensure that you remain **clear, concise and consistent**.*



If you require any more help
or advice, please get in touch.

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