



I WANT TO BE...

Pre-K4SA

QUALITY learning. PROVEN results.

LOGO & BRAND IDENTITY PRESENTATION

JUNE 7, 2016

AGENDA

AGENDA

- ✓ BACKGROUND
- ✓ THE WORK
- ✓ RECOMMENDATION
- ✓ BRINGING THE WORK TO LIFE

BACKGROUND

PROCESS: ITERATIVE APPROACH

- ✓ JOINT DEVELOPMENT OF CREATIVE BRIEF/STRATEGY
- ✓ FEEDBACK
- ✓ CONCEPT REFINEMENT
- ✓ FEEDBACK
- ✓ COLOR & TAGS
- ✓ FEEDBACK
- ✓ FINAL
- ✓ EXPANDED FEEDBACK SESSION WITH STAKEHOLDERS



✓ DELIVERABLES

1. BRAND IDENTITY (LOGO, TAG FOR PROGRAM)
2. PHYSICAL AND DIGITAL STATIONERY SUITE
3. BRAND STYLE GUIDE

✓ TARGETS (PARENTS/FAMILIES, EDUCATORS, GENERAL PUBLIC/VOTERS)

✓ CRITERIA

- IMPACTFUL (EMOTIONALLY EVOCATIVE AND EYE-CATCHING)
- MEANINGFUL AND AUTHENTIC (CONNECTS BACK TO PROGRAM)
- DIFFERENTIATED AND AVOIDS CLICHÉS
- ENDURING VALUE
- FLEXIBLE ACROSS USING ORGANIZATION AND PLATFORM

THE WORK

STRATEGIC EVALUATION

- ✓ MEETS STRATEGIC CRITERIA
- ✓ STRONG EMOTIONAL RESPONSE
- ✓ BRAND LINKAGE TO PRE-K 4 SA CLEAR
- ✓ TELLS WHOLE STORY – PRE-K 4 SA IS ONLY ½ THE STORY- INTRODUCES CONSUMER
- ✓ RESONATES WITH ALL THREE TARGET AUDIENCES

CONCEPT: LOGO ROUGHS

PreK  4SA

pre·K  4·sa

PreK  4SA

Pre·K  4·sa

CONCEPT: COLOR EXPLORATION

✓ STRATEGIC CRITERIA

- AUTHENTIC TO PRE-K 4 SA
- CONNECT WITH HISTORICAL EQUITY OF PRE-K 4 SA YET FORGE NEW PATH
- REINFORCE UNIQUE IDENTITY IN EARLY EDUCATION CATEGORY

✓ OF NOTE

- PRIMARY COLORS
- CORDOVA RED

CONCEPT 3: TAG EXPLORATION

- ✓ CURRENT: *QUALITY learning. PROVEN results.*
- ✓ MEET SAME STRATEGIC CRITERIA AS LOGO AND COLOR
- ✓ RESONATE WITH ALL 3 CONSUMER AUDIENCES
- ✓ REINFORCE EMOTIONAL CONNECTION

RECOMMENDATION



Early Inspiration. Future Success.

BRINGING THE WORK TO LIFE





Early Inspiration. Future success.

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SPECIFICATIONS:

Remove existing sign.

Manufacture and install one (1) new non-lit D/F monument sign as shown.

Aluminum construction cabinet

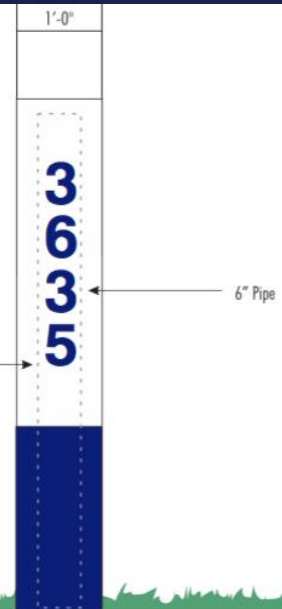
painted white and PMS 2747C blue

Applied 3M 180c-37 Sapphire Blue for copy and inkjet printed logo

3M 180C-37 Sapphire Blue vinyl address numbers.

Reuse existing pipe

6" 3M 180c-37 Sapphire Blue
Address Numbers



For Your Approval



Early Inspiration. Future Success.