

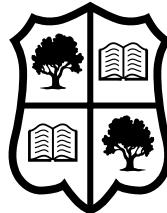
branding exercise

BUILDING A STRONG AWARENESS IN THE MARKETPLACE

There is no magic bullet, not one perfect way to become known. Here are some tools to lay a foundation.

LOGOS

Understand the hierarchy of the primary and secondary branding icons and how key placement can help.



COLORS

Understand the importance of a primary and secondary COLOR palette.



FONTS

Understand how the consistent use of a few select font families helps to distinguish the "look."

Weiss

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Weiss Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Gill Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Gill Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

how the elements



double click
to listen

Chapin School

SOLID FOUNDATION.
STRONG CHARACTER.
LIMITLESS FUTURES.



4101 Princeton Pike
Princeton, NJ
609-986-1702

Pre-K - Grade 8

OPEN HOUSE
April 17 | 8:30 - 10 am Pre-K & K only
www.ChapinSchool.org

On the train, dad opens a local paper and happens to see a small ad for the school with a call out for an Open House.



Prospective parents hear a radio spot during a 6 am drive time for the Open House at Chapin School.



While waiting at the train station, a dad commuting to NYC notices a transit ad for Chapin School.

[Click to view video](#)



Solid Foundation Strong Character Limitless Futures

Parent watches the video and is impressed by the messages from administration and is convinced they should at least visit the school.

While checking the local media the next morning, mom sees a banner ad for the school and clicks to go to the home page, seeing a link for Open House, but is not sure of her schedule so decides to wait.



Chapin School

Pre-K - Grade 8 | Princeton, NJ

**SOLID FOUNDATION.
STRONG CHARACTER.
LIMITLESS FUTURES.**

On the way home from work, mom sees a yard sign about the Open House and finally, at the traffic light, does a search and clicks on the phone number to call.

A friendly LIVE person answers the phone and transfers her to the Admissions Office.

The connection has begun!

4101 Princeton Pike | Princeton, NJ 08540 | 609-924-2449 | Inquiries@ChapinSchool.org
[Contact Us](#) | [Calendar](#) | [Information & Forms](#) | [Search](#)

Chapin School

LOGOUT PARENTS STUDENTS FACULTY/STAFF ALUMNI

Pre-K to Grade 8 Coeducational Independent School

SOLID FOUNDATION. STRONG CHARACTER. LIMITLESS FUTURES.

it all starts here!

About Us **Admission** **Academics** **School Life** **Support**

News & Events

Science Award Winners
The Seventh Principle
African-Americans Celebrated

view all news ▾
 Summer Mailings
 Our Pre-K Advantage
 Our Elemental Edge
 Meet a Grad
 Our Virtues

make connections



Strong recognition of the color and graphics made it easy for the parents to spot the small but effective sign at the entrance to the school.



When reviewing the school publications, the parents could see that the marketing efforts indeed reflected the schools mission and philosophy. It was genuine.

Chapin TODAY
Volume XXXVII No. 1
Winter 2012

parent bulletin

SUMMER SCHEDULE

ANNUAL REPORT

2011-2012

Chapin School

Click here to see a page turning pdf of this publication.



Exiting the school, the parents noticed a series of banners, each one underscoring a quality of the school. From the faculty and students they had just met, the decision came easy. This was apparently not just a tagline, it was the essence of the school.