

Road-Map To Re-Brand

For Charter Schools




Rank Your Satisfaction
1 = Low
5 = High

___ What does your name say about you: _____
 ___ What does your current logo say about you: _____
 ___ Who is your target market: _____
 ___ What sets you apart: _____

What do you like about your current brand:

What do you want your brand to say:

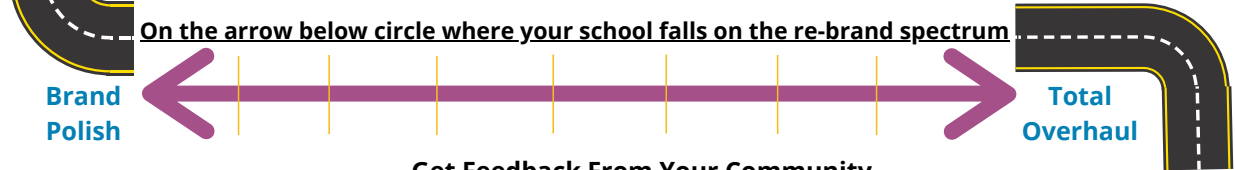


What is NOT working with your brand:

What do you want your brand to be known for:

How can your brand best fill the needs of the community?

STOP What is your goal: _____
 Is there anything preventing you from completing a re-brand: _____
 What are some anticipated challenges you will face (people, politics, etc....): _____
 What is your budget: _____



Get Feedback From Your Community


Simple

- 1) Gather a small group of 5 stakeholders
- 2) Develop a list of strengths
- 3) Identify key words & themes

- 1) Gather a group of stakeholders
- 2) Survey stakeholders
- 3) Analyze survey results
- 4) Develop list of strengths Identify key words & themes

Complex

- 1) Perform steps 1- 4
- 2) Invest in outside data generation and market research



BUILD YOUR BRAND

1 Based on your feedback above answer the following questions:

What key words came up frequently? _____

 What were the top items staff look for in a school? _____

 What are the top items parents/guardians look for in a school? _____

What are the top items students look for in a school? _____

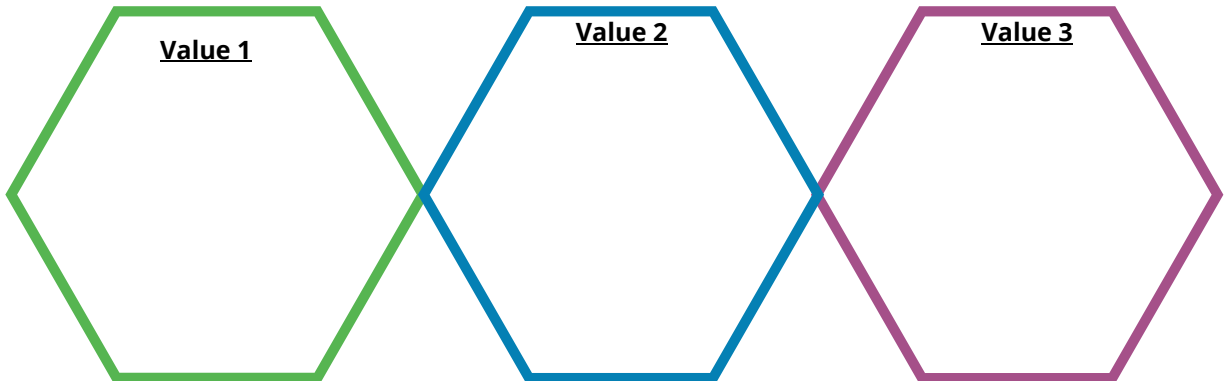
What subjects and programs came up frequently as important? _____

What are stakeholders' favorite things about the school? _____

What makes you fill with pride when you talk about your school? _____

How do you want people to feel when they walk in the door? _____

2 **Develop Your Core Values:** Of all the items noted above, circle 3-4 items that hold the most importance. Write clear, concise statements around each to explain your values to the world.



3 **Develop Your Mission Statement**

Current mission statement: _____

Develop your new mission statement by answering the questions below:

Why does WHAT you are doing matter? _____

Why does WHO you are serving matter? _____

Why does HOW you are serving them matter? _____



Write Your New Mission Statement:

A large rectangular box with a thick orange border, intended for writing the new mission statement.

A graphic of a road with a dashed white center line and a yellow border, leading to a large yellow notepad-like area. The notepad has a yellow tab on the right side. The text "Write a belief/values statement to explain what you stand for:" is written at the top of the notepad.

?
Do you have more to say then can fit in your mission statement?

Several horizontal lines on the notepad for writing a belief/values statement.

4 Develop Your Strategic Advantages



WHAT SETS YOU APART?

What do you do better than anyone else? _____

What unique programs do you offer? _____

What sets your staff apart? _____

Don't feel like you are doing anything special? Start a new program to give you an edge!

5 Build Your Target Market



Who is your ideal "customer"?
Who are your current customers?
Does it vary from your Ideal customer?
How old are they?
Where do they live?
How do they communicate?
Where do they shop?
How do they move (bus, car, train, bike)?
How do they spend their summer?
Where do they work?

6 Design Your Identity

Logo

What are some images that resonate with the school (animals, icons, people, etc...)
What do you want people to feel when they see your logo?

Color Scheme

What do you want your colors to accomplish?

Need logo or design help?
Visit
[Canva.com](https://www.canva.com)

Need help with your color scheme?
Visit [Coolers.co](https://www.coolers.co)

RELAX celebrate cultural heritage INSPIRE

Style and Feel:

What is the "vibe" you are going for?



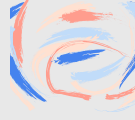
Traditional



Playful



Modern



Creative



Natural

Promote your style and feel:



Lighting



Photos

Font

Design



Decor

7 Write Your Elevator Pitch

An elevator pitch is a clear, brief message or "commercial" about your school. It communicates who you are, what you do, and how you can benefit students and their families. All staff should memorize your elevator pitch so you can market real-time in the community
