



The Branding Process

A Step-by-Step Guide
to Visual Branding

The following is a step-by-step description of the process for visual branding a high school campus building. Participants in the New York City context include New Visions (NV), the School Construction Authority (SCA), non-profit partner organizations of each school (Partner Organizations), Campus Principals, and a Design Team.

Step 1

Contract a Designer and Create a Work Plan

Participants: NV, SCA

- Develop an RFQ for design firms with experience developing visual branding campaigns for buildings
- Select the design firm
- Show the design team the template using shields as symbols
- Lay out terms of the contract including:
 - Creating symbol options for the schools using shields as containing shape
 - Choosing a palette of colors for the schools (two for the campus/two for each school)
 - Working collaboratively with New Visions and the School Construction Authority to develop school identities
 - Meetings with principals and community organizations for interviews, presentations, and feedback about the designs
 - Develop a proposed implementation plan demonstrating a strategy to use the colors and symbols inside and outside the campus building
 - Leaving the schools two-color and four-color digital copies of the symbols for graphic reproduction purposes
 - Creating a stylebook that includes uses and guidelines for four-color and two-color symbols in PMS colors
 - Working collaboratively with selected vendors to hand over fabrication-ready artwork

Step 2

Present Branding Concept to School and Community

Participants: NV, SCA, Campus Principals, Parent Coordinators, Partner Organizations

- Set up a formal presentation for the campus community at each respective school site
- Modify the existing branding PowerPoint presentation to introduce and explain the concept of school branding to the target campuses
- Discuss the template of unified branding (all schools having similar symbols) through shield template
- Presenters speak about design concept of visual branding and implications for a campus
- NV representative and principals from successfully branded schools speak about their experience at the meeting; showing before and after pictures of the already-implemented campuses
- Lay out the timeline, (approximately 6-9 months) and expectations for the process
- Field questions about the process
- Record comments and concerns from the principals and other team members
- Decide with all role players how to document process

Step 3

Conduct Design Interviews with the Principals

Participants: NV, Design Team, Campus Principals, Parent Coordinators, Partners, Students

- Design team conducts face-to-face interviews with principals and additional school/community representatives to determine the school's personality and needs
- Use the questionnaire in this booklet to help guide the questioning process
- Record information received from interviews
- Take photographs of inside and outside of the school to be used when doing the redesign proposal
- Be certain to check with principals for existing symbols or colors they are already using for their schools, and determine if they want to keep these or start fresh

Step 4

Create Symbol Design Options

Participant: Design Team

- Select two main colors for the high school campus and use one of the colors in each school symbol
- Create multiple color palettes to show to the principals
- Stay away from primary color combinations to avoid colors representing gang and national affiliations
- Show two symbol options that include full school name and school monogram

Step 5

Participatory Design Meeting to Introduce Symbols and Colors

Participants: NV, Campus Principals, Design Team

- Meet with all campus principals at one time
- Explain the process of choosing colors and retention of original schools colors
- Define expectations/goals of meeting: select color scheme, choose design pattern, get feedback, discuss possible implementation strategies for deploying colors and symbols
- Explain the prototype used for other schools
- Show the different names of each school
- Introduce the idea of a campus name
- Identify shared space areas and separate school areas
- Identify entrances for each school
- Gather feedback for revisions on color, style, and typeface

Step 6

Symbol Revisions

Participant: Design Team

- Create updated versions of the school symbols, based on meeting feedback, to be sent back to the principals for further review
- Provide multiple versions/color combinations for principals if they request more than one change

Step 7

Community Engagement Symbol Revision Meeting

Participants: NV, Design Team, Campus Principals

- Mount updated identities on boards
- Present symbol updates to principals
- Confirm that the designs are finalized according to the principals, and if not, discuss what additional changes need to be made

Step 8

Final School and Campus Symbol Design

Participant: Design Team

- Make final changes to the school and campus symbols
- Create digital versions and accompanying copies of each symbol (color, and black and white) and forward copies to principals and NV representative
- Prepare final artwork in digital format to be used by vendors for fabrication

Step 9

Create Campus Design Implementation Plan

Participants: Design Team, Campus Principals, Campus Custodian

- Conduct in-depth site visit to do space audit of all areas for possible implementation in the campus building
- Assess current colors being used in different areas of the school
- Analyze interior and exterior hanging devices such as hooks, poles, etc.
- Take measurement of key elements of the interior and exterior of the building (foyers/lobby, internal and external doorways, hallways, floors, ceilings, railings, windows, building façade)
- Create a PowerPoint presentation with the recommended design elements to present to the campus principals

Step 10

Identify Vendors for Fabrication and Installation

Participants: NV, SCA

- Identify all different design elements
- Develop specification table detailing each element by quantity, measurements, recommended location, fabrication materials
- Identify a minimum of three different vendors for each design element item
- Create a spreadsheet to allow for price comparison
- Send specification table and design PowerPoint out to selected vendors for cost estimates
- Compare cost estimates on different design elements
- Determine most cost-effective and reputable vendors
- Establish timeline for fabrication and installation
- Determine contract mechanism (subcontract from General Contractor doing work in campus building or direct SCA-vendor contract agreements)

Step 11

Campus Design Implementation Plan

Preview Meeting

Participants: NV, SCA, Design Team, Campus Principals

- Present implementation plan
- Solicit feedback on the design, timeframe, and any cost-driven choices

Step 12

Contract Decisions

Participants: NV, SCA, Design Team

- Make final decisions on vendors
- Negotiate with vendors an agreed-upon timeline, with last payment to design team calendared when vendor is able to go to fabrication
- SCA takes specification table and PowerPoint presentation and translates data into a campus building schematic, locating all of the elements on a building plan, with exact details of all touch-up work prior to and after installation, element siting measurements, and paint schedules
- Vendors oriented to schematic by SCA
- Vendors to begin fabrication
- Vendors to finalize fabrication/installation schedule

Step 13

Project Management

Participants: NV, SCA, Campus Principals

- Determine who will play project management role
- Establish time frame for installation, and project management schedule
- Set up meeting with campus principals to ensure successful branding implementation
- Establish a protocol for walk-thrus with vendors to orient them to their installation tasks and exact siting of elements as shown on building schematic

Step 14

Celebration Planning

Participants: NV, Campus Principals

- What type of celebratory event do principals want to have?
- Collaboratively develop event plan, and assign roles and responsibilities to ensure a successful event



New Visions for Public Schools

New Visions for Public Schools, founded in 1989, is the largest education reform organization dedicated to improving the quality of education children receive in New York City's public schools.

We believe that school facilities that support instruction are an essential element of school creation. New Visions has funded this work to spur innovation, with a specific focus on the intersection of school facilities and pedagogy.