



PRINTBUREAU
DESIGN PRINT MARKETING

DESIGN FOR SCHOOLS

Education with a difference



The background is a solid teal color. It features several geometric elements: a large, light teal triangle pointing upwards from the bottom left; a smaller, darker teal triangle pointing downwards from the top right; and a series of dotted lines forming a triangular shape in the upper right corner. The text is centered in the middle of the image.

RAISING THE STANDARD

WHAT WE DO

Our design services for schools offers logo design, branding, print, and signage unique to the education sector.

We specialise in logo design and branding to ensure schools have a refined, functional, and unique design.

Our Brand Package Includes:

- Brand Consultancy
- A new creation of your schools' brand identity, provided in the correct formats
- Template layouts for your school brand
 - Letterheads
 - Newsletters
 - Email footers
 - Recruitment adverts
 - Social media
 - Powerpoint presentations
 - Logo assets and guidance on use
- Staff handbooks
- Internal and External Signage
- Year Planners
- Understanding the core values

If you are not looking for a rebrand but need to add some signage or maybe some wall art to brighten up your schools' environment, we offer a wide range of print and design services to suit all your needs.



CREATING YOUR **STORY**



HOW WE DO IT

First and foremost, we invest our time by working with schools via consultations to create design solutions tailored to your school and core values.

Our team of designers will work with you to help visualise your schools' vision and values. The team will research and develop your school branding. Our ideas will be presented to you within a proposal. This will give you chance to give feedback and refine the final brand for your school.

Once the brand and concept have been finalised and signed off, the team will work on producing all the elements needed to get your new identity up and running. You will also be provided with digital assets you will need to ensure your brand is used correctly and consistently throughout the school.

**CHANGE
IS IN YOUR
HANDS**



WHY

YOU SHOULD DO IT

The look and feel of your school is really important to your pupils/students, parents, staff and community. Your identity needs to reflect an inviting, safe, rewarding and inspiring environment.

Why our services can really help your school evolve and grow:

Attention Grabbing – grab attention quickly and communicate the schools core values.

It makes a strong first impression – first introduction to parents, community and pupils/students.

The foundation of your brand identity – successful branding is about telling a story that will influence parents' emotions.

It's memorable – Point of identification a symbol that should be recognised. You want people to connect to the sight of the logo with a memory of what you do and more importantly how it makes them feel.

It separates you from competition – Opportunity to tell parents you are different. A well-designed logo can communicate everything from your schools background to its mission through the right icon or font.

Fosters brand loyalty – As the brand grows the logo will become more familiar to a wider audience which creates familiarity and creates the perception that you're trustworthy and accessible.

Your audience expects it – your logo will be the first thing parents, pupils/students/staff will see when they receive communication from you. It should be at the front and centre of all marketing materials.



Before:



Cross Lane Primary School

What did we do

Logo identity including outdoor and indoor signage, uniforms, wall art, prospectus design and print.

About the Project

Print Bureau worked with Head Teacher Mark Sharp to create a new logo design for Cross Lane Primary School. They want their brand to appear more modern, corporate and clean, but still want their brand to reflect their strapline: Growing together.

The tree within the logo represents growing and relates back to their previous logo. The cogs within the tree represents everyone working together from pupils, teachers, parents and the community.

The design team created infographics to support the school's core values. The infographics have been used across the school within student planners and printed wallpaper.

After:



It has been an absolute pleasure working with the dedicated, experienced and highly-skilled staff members at Print Bureau. Starting a school's rebranding journey is no easy feat, but with the knowledge, passion and creativity Mike and his team share in abundance, this vision was brought to life.

The rebrand grew organically because of the clear, timely communication channels established and the instant rapport that was built and sustained; the team articulated well throughout, listened attentively to ideas and responded effectively to our requirements. Remarkably, the team was able to work wonders with the initial thoughts we had to create an attractive, modern and inspiring brand that exceeded even my own high expectations, where the attention to detail was second-to-none.

Despite challenging circumstances and COVID-19 related school closures, the momentum to successfully complete tasks was always a high priority for Print Bureau, leaving us feeling valued and in safe hands at all times. No task was ever too much for Mike and his team: they continuously went above and beyond and I recommend them to you without any reservation.

Mark Sharp, Headteacher



Hill View Academy

What did we do

School logo identity including outdoor and indoor signage, wall art, uniforms, prospectus and website.

About the Project

Hill View Academy had lost its vision as a school. Print Bureau aimed to completely re-design the school's ethos and values.

Furthermore, to restructure and build back the relationship it once had within the community. By investigating Maslow's Hierarchy of needs theory, the team extracted elements to help develop the ethos and values.

The team created a bee logo design to reflect a strong vision and represent a modern and meaningful message. The symbol of the bee highlights the value of working and helping one another as a team to be able to achieve their goals.

The assets for this brand are all themed around bees and nature to help visualise the vision and values.

Creating an identity for a new school is a daunting task. I knew what I wanted for our school and community, which was a safe, caring and nurturing community hub of a school. A place where pupils, parents and stakeholders would gather to work together to do our best for our children. Mike took my thoughts and brought them to life, creating a strong concept based on bees and everybody working together to positively impact on our pupils and the wider community. He made the extra effort to describe how his work could implement the goals I sought, and helped me understand the issues inherent in each step of the design process.

The Print Bureau team worked extensively on the branding concept for school including; my logo, wall vinyl, signs, and uniform, finding the right balance and impact after making edits to the first design concept. In the end, Mike's concept encompassed my initial vision in graphic form. I felt very much a part of the whole process and together I feel we have created a striking brand for the school which has really engaged the whole school community, as intended.

Kate Eastwood, Headteacher



Before:



After:



Newsome Academy

What did we do

School logo identity including exterior signage

About the Project

Traditional looking high school brand with the use of shield and symbols related to school. The only problem is no one knew what the symbols stand for. The castle represents Castle Hill / Victoria Tower. However, the squirrel and sheep had lost their identity.

An Academy logo should represent the Academy, have a meaning and be instantly recognisable. Print Bureau aimed to modernise the current logo for Newsome Academy and create a more meaningful brand.

With the image of the shield the team created symbols that represented the Academies values: Castle Hill the schools heritage to represent 'Respect', a hand holding a heart to represent 'Integrity', Cogs to symbolise 'Teamwork' and the world to reflect 'Aspiration'. The shield can be dissected to four individual shields for each of the values.

Print bureau have supported us and guided us in a full rebrand of our school identity and relaunch of our vision, mission and values. Creative approaches with a modern twist have started to bring the school to life and created an environment all stakeholders can be proud of. We will continue to work with Mike and the team to further improve our brand and image across all platforms. Such a friendly and helpful team with a personal approach to meeting and surpassing or needs and expectations.

Joel Hinchliffe, Assistant Headteacher



Before:



**Salterhebble Junior
& Infant School**

After:



**Salterhebble
Junior & Infant School**
Dream it, Believe it, Achieve it!

Salterhebble Junior & Infant School

What did we do

School logo identity including outdoor and indoor signage, uniforms, prospectus and wall art.

About the Project

Salterhebble Junior and Infant School had lost their identity and story. The School wanted to create a positive environment where pupils achieve and good behaviour is rewarded and encouraged. The school offers a fantastic environment which includes a large outdoor space.

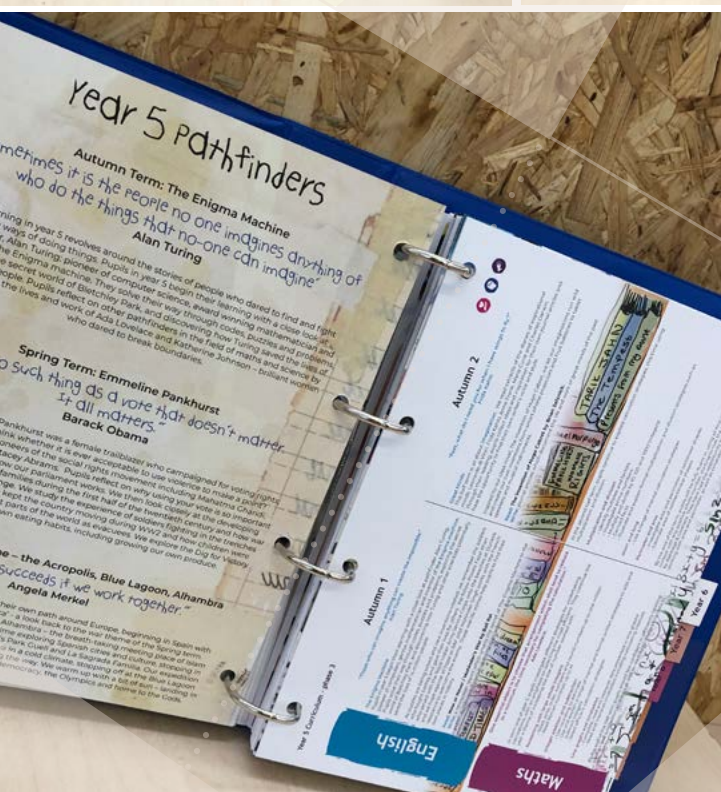
The concept of a hummingbird is to reflect the pupils as both are unique, bring joy and happiness, are curious and inquisitive and reflect endurance and perseverance. This relates to the schools' strapline 'Dream it, Believe it, Achieve it'.

The colour palette also became an important aspect of the brand as each colour represents the 5 values of the school: Independence, Aspiration, Resilience, Confidence and Respect.

The service we received from Print Bureau was outstanding. From the very beginning of our rebrand, the designers worked closely with me to understand, and bring to life, my vision for school. The team took my initial thoughts and ideas, developing them into a powerful concept that is now understood by the whole school community. The results are exceptional! Print Bureau have completely transformed our learning environment, inspiring our children to work hard to achieve their dreams.

I would highly recommend Print Bureau – they are an extremely professional company, providing an outstanding service.

Caroline Bullard, Headteacher





The Halifax Academy

What did we do

Print and design support

About the Projects

Print Bureau has established an excellent working relationship with The Halifax Academy to help develop their existing brand and projects. From printing and designing postcards, to banners and more bespoke items such as subject folders and reading fans.

Subject A4 Folders

Folders were designed and printed where each year from primary to secondary had individual tabs created for each of the curriculum year maps. All with creative illustrations to emphasise the creative arts specialism within the Academy.

Reading Fans

The reading fans were created to help support students within English. These were designed and printed on an A7 matt lamination card with a brass binding screw making the cards durable, easy to hold and use.

Student Planners

The student planners were created to again reflect the creativity of the Academy. The planners are A5 and produced for each term.



REBRANDS

Before:



After:



Our Vision

For all children to grow and thrive to be the best they can be



Aims

- To inspire a love for learning
- To promote cognitive, emotional and physical growth
- To develop children's independent learning and thinking
- For children to feel safe, happy and valued
- To promote academic excellence and high expectations.
- For children to reach their full potential and achieve excellent learning outcomes
- To promote positive links between home, school and the community
- To encourage teamwork and build the foundations for children and the community to grow
- For the curriculum to inspire children within and beyond the classroom

GROW



Growth



Respect



Opportunity



Wellbeing

Before:



After:



REBRANDS

Before:



After:



Before:



After:





EXTERNAL SIGNAGE



EXTERNAL SIGNAGE



EXTERNAL SIGNAGE



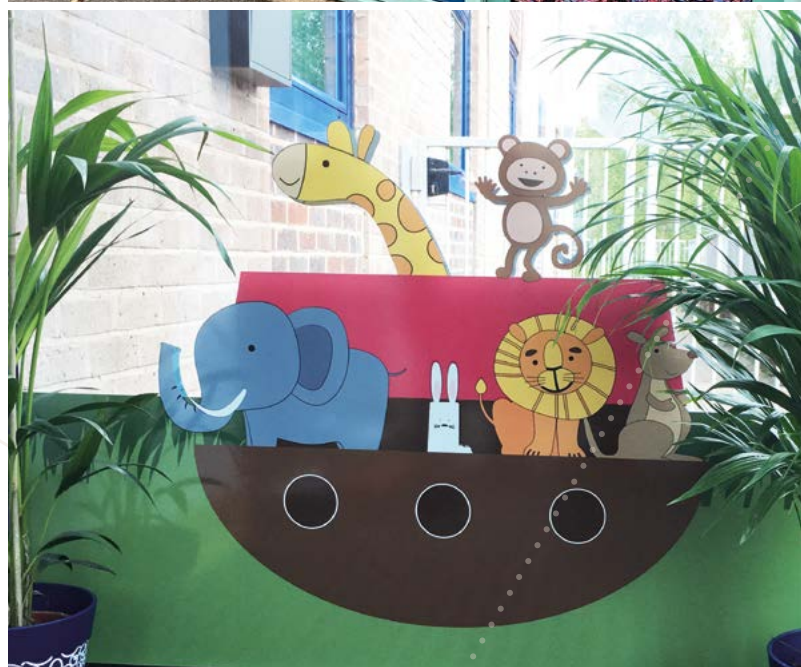
DOOR WRAPS



DOOR WRAPS



WINDOW GRAPHICS



WINDOW GRAPHICS



WALL ART



WALL ART



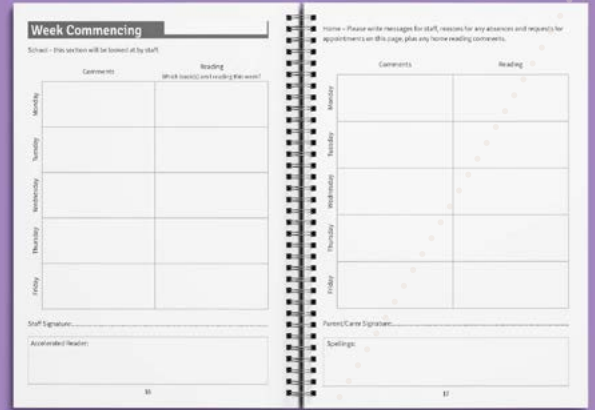
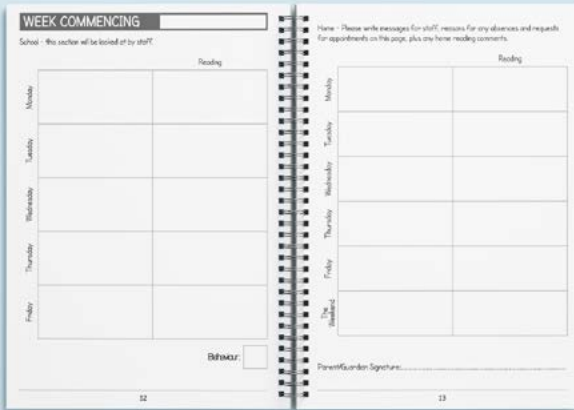
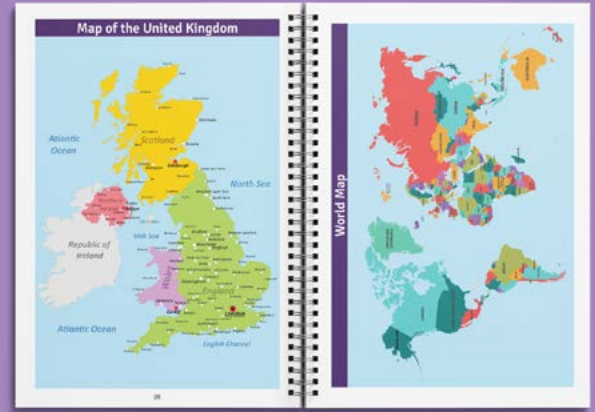
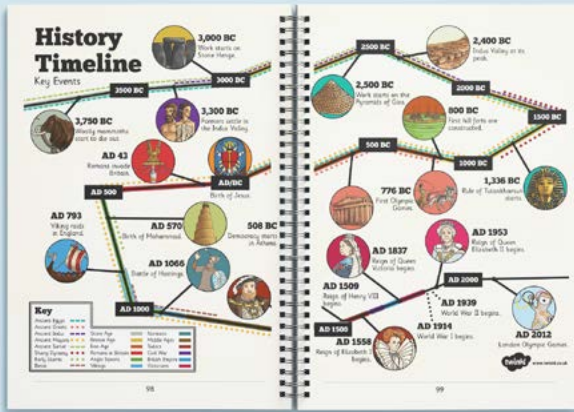
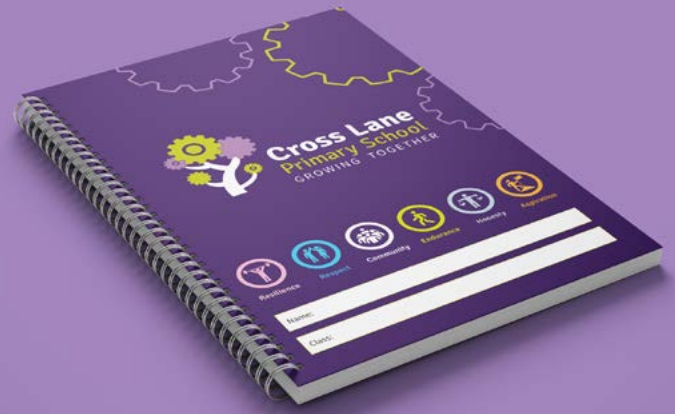
WALL ART



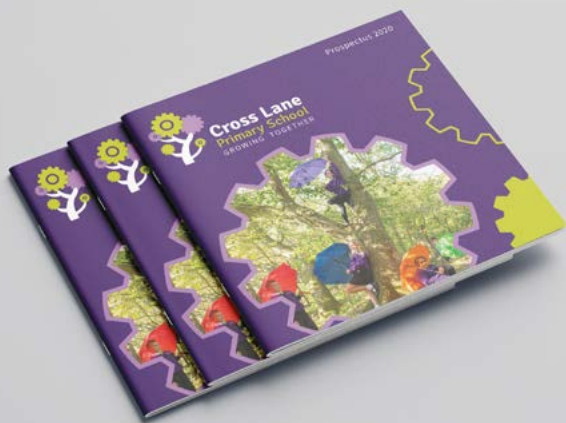
WALL ART



WALL ART



YEAR PLANNERS



PROSPECTUS



PROSPECTUS



LANYARDS



ID CARDS



UNIFORMS



LEAVERS GARMENTS



MERCHANDICE



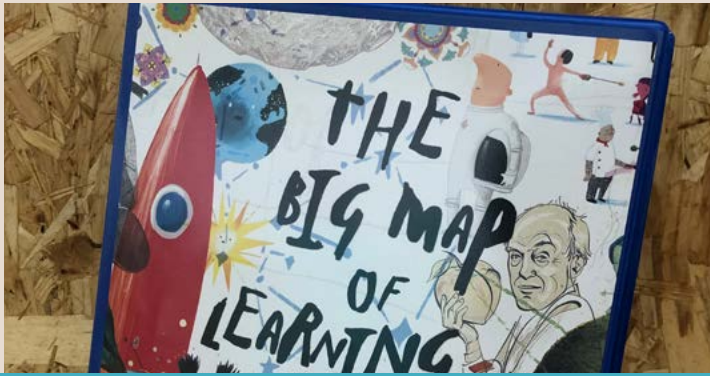
BESPOKE



BESPOKE



BESPOKE



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