

DESIGN FOR SCHOOLS

Education with a difference

PRINTBUREAU
DESIGN PRINT MARKETING

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.

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.

WHY WE 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.



Original logo:



Logo Development:



Final Direction:



Wood Bank School

Wood Bank Primary school had started a re-brand of their original logo and developed a new emblem for the school, but needed help finalising this and with the next steps of rolling this out throughout all areas of the school.

We came in to help them solidify their logo design, working on the colours and typeface to create a friendly, open and welcoming identity.

Once the logo was approved we then progressed to work throughout the school, delivering a range of wallpapers, door wraps and signage, as well as helping with their new uniform and stationery needs. We also created bespoke illustrations for each of their classroom animal characters.

With the help of our install team they had a complete makeover in time for the new school year.

What we did

- Final logo identity
- Character Illustration
- Outdoor signage
- Uniforms
- Wall Art
- Door Wraps
- Window Vinyls
- Web design
- Stationery
- Newsletter
- ID Cards
- Email footers





Hill View Academy

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.



What we did

- Logo identity
- Indoor Signage
- Outdoor signage
- Uniforms
- Wall Art
- School prospectus
- Website

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





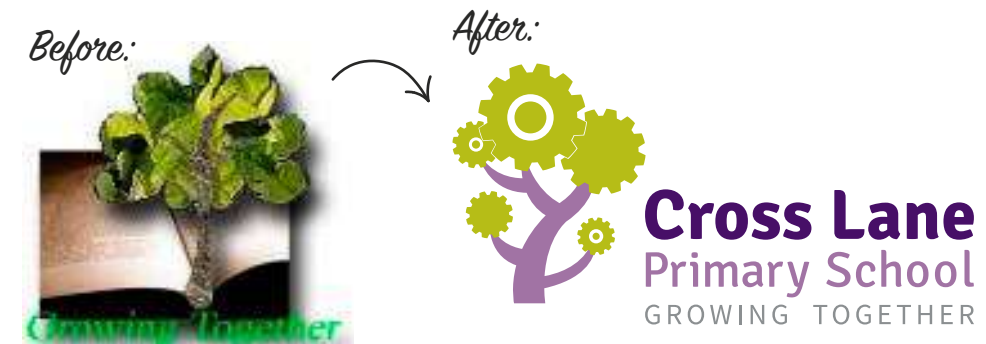
Cross Lane Primary School

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.



What we did

- Logo identity
- Indoor Signage
- Outdoor signage
- Uniforms
- Wall Art
- School prospectus

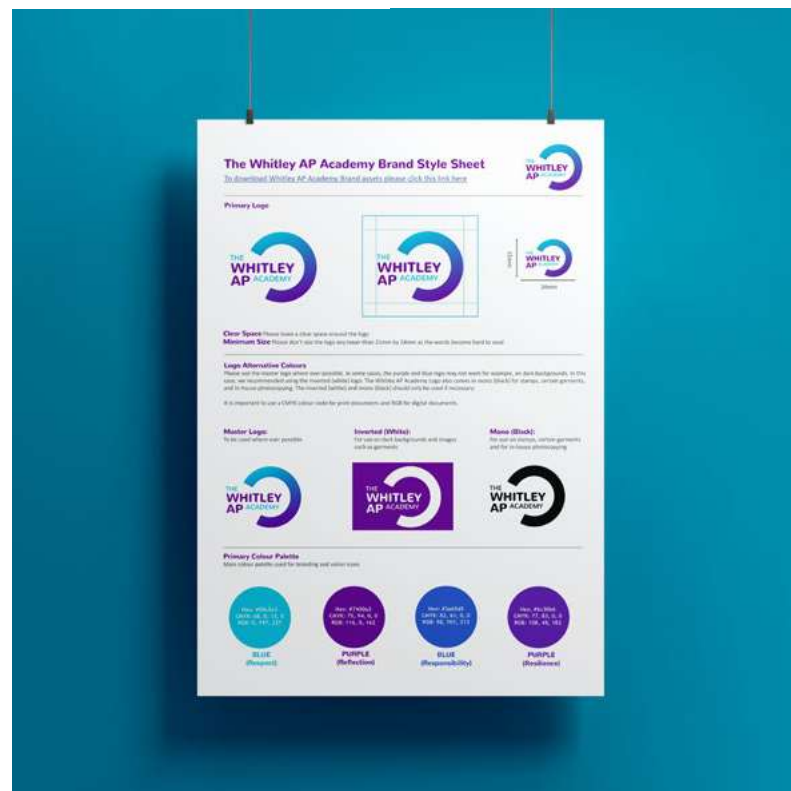


It has been an absolute pleasure working with the dedicated, experienced and highly-skilled staff members at Print Bureau. Starting a school's rebranding journey is no easy feat, but with the knowledge, passion and creativity Mike and his team share in abundance, this vision was brought to life.

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



Before:



The Whitley
AP Academy



After:



The Whitley AP Academy

Print Bureau worked with The Whitley AP Academy to develop a new brand identity and the Academies Values.

The Academy wanted a brand that didn't reflect a standard school look but wanted a more grown-up corporate approach which would also work with the values.

The team developed a concept that reflected a journey of learning and development through the shape of a circle this concept was continued through the icons which reflect the Academies values.

Print Bureau also produced internal and external signage as well as the Academies website.

What we did

- Rebrand
- Outdoor signage
- Window frosting
- Classroom boards
- Classroom blinds
- Wall Art
- Door Wraps
- Stationery
- Email footers
- Staff Lanyards
- Exercise Books
- Web design



Before:



**Salterhebble Junior
& Infant School**

After:



Salterhebble Junior & Infant School

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

What we did

- Rebrand
- Outdoor signage
- Indoor signage
- Prospectus
- Lightbox
- Wall Art
- Door Wraps
- Staff Lanyards
- Uniforms
- Student planners
- Stationery

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



Before:



After:



Newsome Academy
Everyone Exceptional Everyday

Newsome Academy

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.

What we did

- Rebrand
- Outdoor signage
- Indoor signage
- Window vinyl
- Classroom boards
- Classroom blinds
- Wall Art
- Door Wraps
- Staff Lanyards
- Garments



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



Wainstalls Primary School

Outdoor Signage

We were approached by Wainstalls Primary school to design outdoor signage for the school playground which would encourage physical activity during break and lunch times.

The idea was presented as each student collecting stamps in their 'Active Passport' and once the passport was complete, they would receive a certificate of their achievement.

The exercises were split into different areas of the playground to incorporate the equipment and running track, with different challenges for each. We developed the idea of challenging yourself, having fun with friends and beating the clock to keep the children engaged with the activities and help build other skills such as teamwork.

The designs are bright and colourful, with lots of different elements to deliver the information in a fun and enjoyable way.



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.





Trinity Academy Halifax

Design and Print

Working with senior leaders at Trinity Academy Halifax, we helped tighten up their branding style on their internal communications and student booklets. The aim was to make sure all the schools literature worked together as a cohesive package, and gave strength to their identity.

Booklets

We helped deliver design support for a range of booklets for the academy including staff and student planners, journals, exercise books and anthologies.

Illustration & Icon creation

Hand drawn illustrations were created for each subject area which were then used on the student anthologies and exercise books.

We came up with illustrations for the school values which became recognisable symbols and were used across the school on classroom boards and within documentation.

Graphic icons were also created to identify different learning areas.

Bespoke

Classroom boards, window graphics & signage



Trinity Institute of Education

Design and Print

Trinity Institute of Education came to us to help update some of the documentation. We came up with a refreshed style using their brand colours, incorporating these in design elements such as stripes and circles to add hints of interest, whilst keeping the overall look more corporate.

Display Stand

For exhibitions the team wanted a display stand to help them stand out and advertise the training courses they have on offer. We created a design for a curved display stand along with branded table which could be transported to the different events they attend.

Social Media Images

We created a series of social media posts for Facebook and Instagram, including Instagram story posts, to help advertise their Get Into Teaching programme and aid their recruitment.

Merch

They wanted items that could be given away at exhibitions to make them memorable. Branded notepads, highlighters and keyrings were supplied. We also helped with other items such as lanyards and pens.



REBRANDS

Before:



After:



Before:



After:



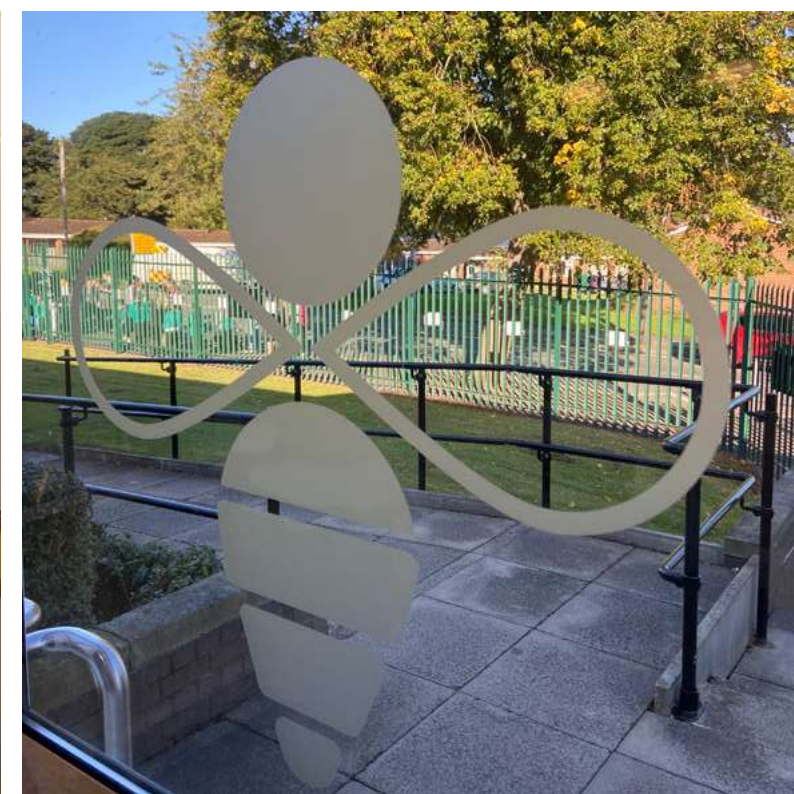


DOOR WRAPS





WINDOW GRAPHICS



ONE WAY VISION



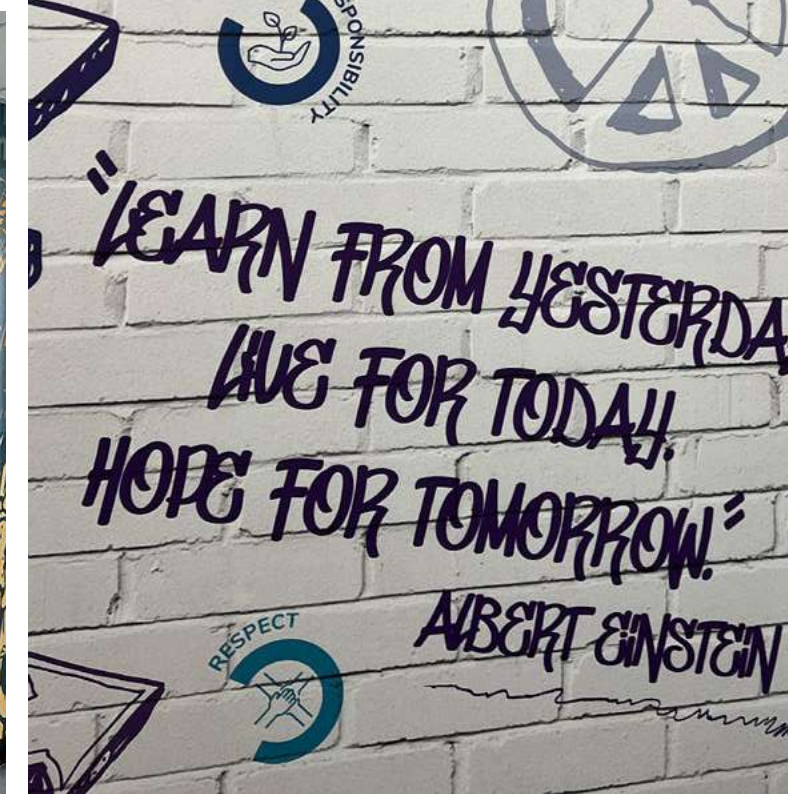
FABRIC MURAL



TEXTURED WALL ART







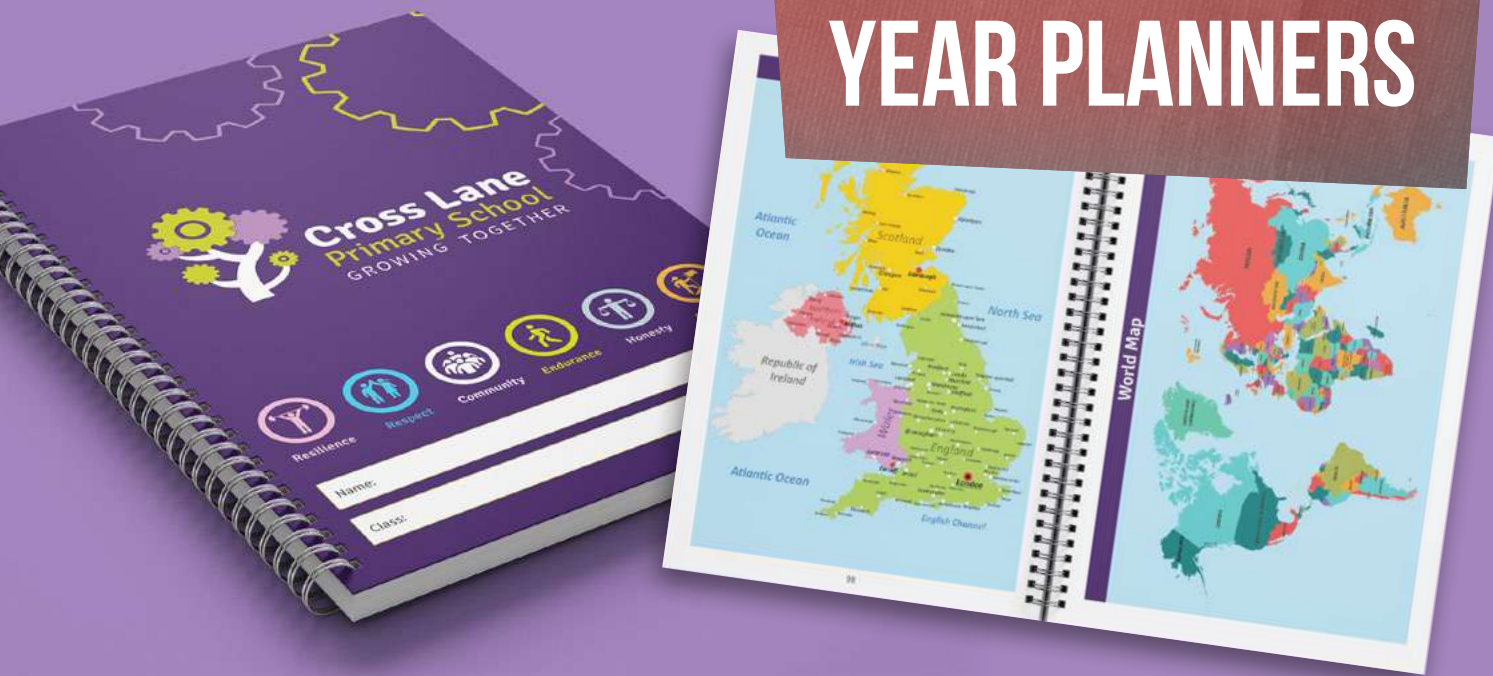
VINYL DECALS



READY FOR
RYBURN



YEAR PLANNERS



SCHOOL PROSPECTUS



MERCHENDISE



VISION & VALUES

CLASSROOM BOARDS

Nurture

Believe

Achieve

Succeed



STUDENT SERVICES
It's what we do

Teamwork Integrity Respect Aspiration
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Title	Date
Connect	
Activate Learning Intention	
Demonstrate	
Consolidate	

CLASSROOM BLINDS



BANNERS



UNIFORMS



BESPOKE

BOLLARD
CORREX SIGNS



EXERCISE BOOKS



LIGHTBOX



VEHICLE WRAPS



HOODIES

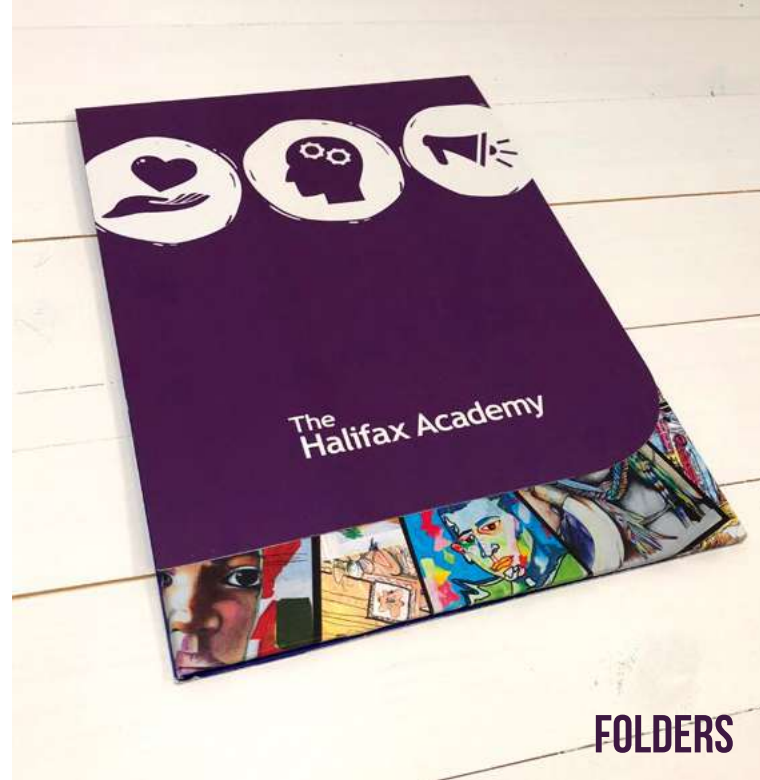


PLAYGROUND
BOARDS

BESPOKE



**PAVEMENT
SIGN**



FOLDERS



PARKING SIGNS

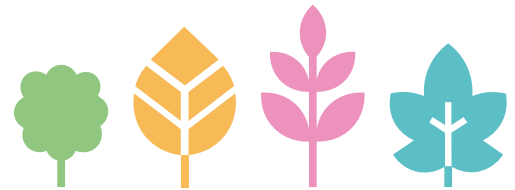


**QUEUE
BARRIERS**



POP-UP BANNERS

LOGOS & REBRANDS



Wood Bank School

From strong roots we grow and blossom



**Hill View
Academy**

Working together to achieve



BERRY BROW
Infant & Nursery Academy



**WARLEY
ROAD**
Academy



THE
WHITLEY
AP ACADEMY



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



Newsome
Junior Academy



**Newsome
Academy**

Everyone Exceptional Everyday



Cross Lane
Primary School
GROWING TOGETHER



ALL SAINTS'
CE PRIMARY SCHOOL
SHINE AND MAKE A DIFFERENCE

IF YOU LIKE WHAT YOU SEE AND WOULD LIKE TO GET IN TOUCH TO
SEE WHAT WE CAN DO FOR YOUR SCHOOL, PLEASE CONTACT US:

INFO@PRINTBUREAU.CO.UK

01422 847799

The logo features the company name 'PRINTBUREAU' in a bold, white, sans-serif font, with 'DESIGN PRINT MARKETING' in a smaller, white, sans-serif font below it. This text is centered within a dark grey, irregularly shaped area that resembles a torn piece of paper. The background of the entire logo is a vibrant orange with a textured, painterly appearance.

PRINTBUREAU

DESIGN PRINT MARKETING

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