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For Immediate Release

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Independent School Ready to Advance Its Brand Identity

The Barnesville School enlists The Design Channel to build branding assets

WASHINGTON, DC, May 23, 2013—David Franek, president and creative director of The Design Channel, announced today that the firm has been chosen by The Barnesville School to support efforts in repositioning the school, developing critical branding elements, and raising the school's overall visibility in the marketplace.

Located in Barnesville, Maryland, 30 miles north of Washington, DC, The Barnesville School is in the process of implementing a new strategic plan to broaden its appeal to families seeking an innovative, nurturing educational experience for pre-school to 8th grade children. To help achieve the institution's goal of transitioning its identity from that of a country day school to a school of arts and sciences, The Design Channel will develop a positioning platform, tagline, logo, and brand style guide. In addition, it will also assist The Barnesville School in introducing these elements to the school's internal and external communities.

"We're looking forward to providing The Barnesville School with branding tools to build a more distinctive marketplace presence," said Franek. "The school offers families a unique experience for their children, from small class sizes and 'character' education, to the wonderful opportunities afforded by its location and protected acreage in the Montgomery Country Agricultural Reserve.

"When parents take a tour, and learn about all that The Barnesville School offers, they're sold. We want the school to have what it needs to gain more awareness so that more prospective families are at least willing to come out and visit."

Planning sessions with members of the school's staff and task force have been scheduled to review research conducted with parent groups and to discuss next steps.

The Barnesville School (www.barnesvilleschool.org) was founded by Ms. Bazy Tankersley, a renowned Arabian horse breeder, in 1969 as an educational resource for her daughter and other preschool children in the upper Montgomery County area. Today, the school provides academic programs for children, preschool through 8th grade, that span the arts, science, technology and outdoor education. Throughout their experience at The Barnesville School, students gain analytical capabilities, as well as public speaking and leadership skills, that prepare them for success at the next step in their education.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.

-30