

Lowell School

Situation Founded in 1965, Lowell School is an independent school in Washington D.C. that serves children age 2 through 8th grade and promotes collaborative learning with an emphasis on conceptual understanding and creative, critical, and analytical thinking. Seeing its enrollment level off in an intensely competitive private school marketplace, school leadership realized that the school lacked a strong brand presence and messaging that conveyed Lowell's distinctiveness among like-minded institutions. It sought a partner to guide it through a comprehensive rebranding process to identify its most compelling strengths and establish a new brand that would help support enrollment, retention, fundraising, and school pride.

Solution TDC implemented a wide-ranging discovery campaign that included focus groups, phone interviews, and one-on-one discussions with a broad cross-section of the Lowell community. This included parents of current and graduated students, school leadership, faculty members, donors, and even parents of children accepted by Lowell who enrolled elsewhere. We also analyzed the branding and marketing communications of peer and aspirational schools in the surrounding area and around the country. In addition, we reviewed Lowell's recent marketing materials.

The findings from our research were synthesized into key takeaways that informed a new positioning statement, theme line, and message platform. In addition, we developed a revised brand identity, brand look and feel, and a brand standards guide, all of which were applied to a various marketing materials, in particular, a redesign of Lowell's website, as well as a viewbook and print advertising. We also implemented a digital marketing campaign that included search engine marketing, rich blog content, Facebook ads, and email blasts.

Solution The resulting work was well-received by Lowell's leadership and board. In addition, our five-month digital marketing campaign drew strong interest among prospective families and helped drive new leads for Lowell:

- SEM pay-per-click text ads had an average page position of 2.4
- The K–5th Grade ad group garnered 36,830 impressions and 662 clicks
- The 6th–8th Grade ad group garnered 14,657 impressions and 1,923 clicks
- Two SummerTour e-blasts had 12.1% and 11.6% open rates
- Two SummerTour Facebook pay-per-click ads garnered a combined 948 clicks and 151,103 impressions

- positioning and signature
- new brand identity
- preliminary brand standards

Lowell is an independent Pre-K to 8 school that provides an innovative, rigorous, and experience-based curriculum for a diverse student body. Students gain the knowledge, skills, and social and emotional literacy to become members of a new generation of creative leaders and problem-solvers who value service to others.

The Lowell experience 1) instills a love of learning through the unwavering optimism and relentless commitment of the school's faculty and administration; 2) establishes critical thinking and problem-solving skills by employing leading-edge, research-based teaching methodologies; 3) includes diverse perspectives, cultures, and traditions as essential components of the curriculum, and 4) engages students in a down-to-earth and welcoming environment.

Students are encouraged to dream and are provided respectful support and direction to turn what they imagine into realities. They are equipped to move confidently on to the next stage of their academic and personal growth as a result of their participation in and guidance from a program that has redesigned educational excellence.

Research Modes Used:

- Stakeholder Interviews
- Faculty Focus Groups
- Parent Focus Groups
- Alumni Interviews
- Donor Interviews
- Competitive Branch Benchmarking
- Communications Audit

Educational Excellence Redesigned



COLOR PALETTE

Color enhances the power of our branding. To ensure color in our work is consistently bold, we've defined a rich color system for use in all of our marketing and communications.

The main school color is a distinctive green—chosen because of its vibrant and positive appearance while bringing to mind the school's natural setting. Secondary and tertiary color palettes are also an integral part of the approved color system.

The saturated and neutral color palette serve to balance the bright colors in the secondary palette.

| PRIMARY COLOR PALETTE | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| CMYK: 76, 51, 100, 0 | CMYK: 100, 50, 10, 50 | CMYK: 100, 50, 10, 50 | CMYK: 100, 50, 10, 50 |
| RGB: 25, 124, 74 | RGB: 91, 70, 151 | RGB: 91, 70, 151 | RGB: 91, 70, 151 |
| HEX: #197949 | HEX: #5B438C | HEX: #5B438C | HEX: #5B438C |
| PMS: 301 | PMS: Cool Gray 10 | PMS: Cool Gray 10 | PMS: Cool Gray 10 |

| SECONDARY COLOR PALETTE | | | |
|-------------------------|---------------------|-------------------|---------------------|
| CMYK: 33, 100, 100 | CMYK: 100, 100, 100 | CMYK: 0, 100, 100 | CMYK: 100, 100, 100 |
| RGB: 255, 0, 0 | RGB: 255, 255, 255 | RGB: 255, 0, 255 | RGB: 255, 255, 255 |
| HEX: #FF0000 | HEX: #FFFFFF | HEX: #FF00FF | HEX: #FFFFFF |
| PMS: 1285 | PMS: 117 | PMS: 130 | PMS: 1285 |

| TERTIARY COLOR PALETTE | | | |
|------------------------|--------------------|--------------------|--------------------|
| CMYK: 0, 48, 0 | CMYK: 14, 16, 0 | CMYK: 0, 46, 50, 0 | CMYK: 15, 35, 0, 0 |
| RGB: 255, 140, 140 | RGB: 221, 176, 115 | RGB: 241, 154, 113 | RGB: 120, 182, 205 |
| HEX: #FF8C8C | HEX: #DDA08C | HEX: #F59E8C | HEX: #7A99A0 |
| PMS: 1285 | PMS: 744 | PMS: 1625 | PMS: 1462 |

| SATURATED COLOR PALETTE | | | |
|-------------------------|-------------------|-------------------|-------------------|
| CMYK: 100, 100, 0 | CMYK: 100, 100, 0 | CMYK: 100, 100, 0 | CMYK: 100, 100, 0 |
| RGB: 0, 0, 255 | RGB: 0, 0, 255 | RGB: 0, 0, 255 | RGB: 0, 0, 255 |
| HEX: #0000FF | HEX: #0000FF | HEX: #0000FF | HEX: #0000FF |
| PMS: 1285 | PMS: 1285 | PMS: 1285 | PMS: 1285 |

| NEUTRAL COLOR PALETTE | | | |
|-----------------------|---------------------|---------------------|---------------------|
| CMYK: 100, 100, 100 | CMYK: 100, 100, 100 | CMYK: 100, 100, 100 | CMYK: 100, 100, 100 |
| RGB: 0, 0, 0 | RGB: 128, 128, 128 | RGB: 192, 192, 192 | RGB: 255, 255, 255 |
| HEX: #000000 | HEX: #808080 | HEX: #C0C0C0 | HEX: #FFFFFF |
| PMS: 1285 | PMS: 1285 | PMS: 1285 | PMS: 1285 |

LOGO CONFIGURATION

When using the Lowell School logo, there must be an adequate amount of space surrounding it in order to ensure legibility, clarity, and proportion. In addition, there is a minimum allowable size for the logo. If this is violated, legibility is compromised.

Minimum Size
The Lowell School logo must be at least 1.25" wide if the logo must be smaller than 1.25" then use the logo only but legible.

Clear Space
There is always a minimum area of space or clear space around the logo area of images in visual treatments.

Alignment
There is always a minimum area of space or clear space around the logo area of images in visual treatments.