

## Lowell School

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**Situation** Founded in 1965, Lowell School is an independent school in Washington D.C. that serves children age 2 through 8th grade. The school promotes collaborative learning with an emphasis on conceptual understanding and creative, critical, and analytical thinking. Its progressive approach is rooted in the educational philosophy of Haim Ginott, a prominent child psychologist and educator, which emphasized equity between students and teachers, and honored the individuality of every child.

Lowell was seeing its enrollment level off in an intensely competitive private school marketplace. Leadership realized that the school lacked a strong brand presence and messaging that clearly conveyed Lowell's distinctiveness among like-minded institutions. It sought a partner that could guide it through a comprehensive rebranding process to identify its most compelling strengths and establish a new brand that would effectively support enrollment, retention, fundraising, and school pride.

**Solution** After Lowell selected TDC to help it achieve these objectives, we implemented a wide-ranging discovery campaign that included focus groups, phone interviews, and one-on-one discussions with a broad spectrum 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 but were 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. Furthermore, we developed a revised brand identity that reflected the essence of the new positioning, a fresh brand look and feel, and a marketing strategy for a Phase 2 rollout.

**Result** The resulting work was enthusiastically received by Lowell School's leadership and board members. As a result, we are currently in the process of implementing the initial rollout of Lowell's new brand for the 2016–2017 academic year.

- 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** 2.5

Color enhances the power of our branding. To ensure color in our work is consistently used, we've created and refined 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 helping to mirror the school's natural setting. Secondary and tertiary color palettes are also an integral part of the approved color system.

The associated and related color palette serve to balance the bright colors in the secondary palette.

PRIMARY COLOR PALETTE	
CMYK 74, 5, 102, 2	CMYK 23, 30, 18, 58
RGB 23, 142, 218	RGB 23, 30, 18, 58
HEX #03A98F	HEX #03A98F
PMS 381	PMS Cool Gray 10

SECONDARY COLOR PALETTE			
CMYK 33, 100, 2	CMYK 5, 100, 0	CMYK 100, 0, 0	CMYK 100, 0, 0
RGB 215, 100, 20	RGB 255, 0, 0	RGB 0, 0, 255	RGB 0, 0, 255
HEX #D66040	HEX #FF0000	HEX #0000FF	HEX #0000FF
PMS 146	PMS 107	PMS 502	PMS 505

TERTIARY COLOR PALETTE			
CMYK 0, 4, 42, 0	CMYK 0, 24, 38, 0	CMYK 0, 40, 30, 0	CMYK 15, 26, 0, 0
RGB 204, 180, 164	RGB 204, 176, 119	RGB 141, 164, 122	RGB 174, 193, 206
HEX #B8B4A4	HEX #B8B779	HEX #8F7A79	HEX #8F7A79
PMS 1202	PMS 744	PMS 925	PMS 1022

ADJUSTED COLOR PALETTE			
CMYK 17, 37, 48	CMYK 14, 36, 45, 48	CMYK 22, 34, 69, 70	CMYK 22, 37, 45, 45
RGB 118, 20	RGB 134, 102, 22	RGB 75, 64, 15	RGB 82, 35, 43
HEX #76403A	HEX #84664F	HEX #4B4B4B	HEX #4B4B4B
PMS 1285	PMS 5415	PMS 6505	PMS 67

ALL COLOR PALETTE			
CMYK 16, 16, 86	CMYK 16, 16, 17, 27	CMYK 15, 6, 0, 23	CMYK 15, 43, 38, 12
RGB 118, 105	RGB 143, 143, 149	RGB 177, 191, 181	RGB 146, 146, 143
HEX #767676	HEX #8D8D90	HEX #B0B0A0	HEX #90908D
PMS 429	PMS 429	PMS Cool Gray 5	PMS 5102

**PHOTOGRAPHY STYLE Forward** 2.8

**Engaged Student Environmental Scenes**

These images feature students engaged in fun, exciting learning situations. Students should be focused on a single activity and not be looking directly at the camera. The photos should also have an interesting point of view and/or be cropped in a compelling way. These scenes should be used as target dominant images in publications.

- one voice message platform
- internal consensus building brochure

## Lowell School | "One Voice" Message Platform

<p><b>Our Brand Promise</b> (Positioning Statement)</p> <p><b>Our Signature</b> (Signature theme or tagline)</p> <p><b>What Lowell School Stands For</b> (Themes and concepts that are integral to Lowell's legacy)</p> <p><b>Lowell's Character</b> (Values and brand attributes expressed in human characteristics and personality traits)</p> <p><b>Lowell's Differentiators</b> (Qualities that are unique, ownable, and telegraphic)</p> <p><b>Benefits to Families</b> (Aspirations and anticipated rewards)</p> <p><b>Our Mission</b></p>	<p>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.</p> <p>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.</p> <p>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.</p>																								
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	<p>Lowell's mission is to create an inclusive community of life-long learners in which each individual is valued and respected. Our charge, then, is to strengthen minds, ensure equity, and honor individuality.</p>																								



**Journey of Discovery**

In Lowell School's 2015 Strategic Plan, one of the primary goals set forth was to support ongoing growth by strengthening the school's profile throughout the community and region. Priorities outlined included:

- defining the unique features of the Lowell curriculum,
- developing and executing a marketing strategy that expresses Lowell's values and benefits,
- and communicating clear and targeted messages that can also support word-of-mouth marketing.

For families who have chosen Lowell, the school is a well-understood, highly valued, and critically important choice for their children's education and development. They have gone on their own journey of discovery and have become witnesses to the extraordinary qualities and values of Lowell. But for prospective families who are searching for an independent school and are not familiar with Lowell, how do we motivate them to learn more about what we have to offer?

An important first step is to make a positive and compelling initial impression to this audience—which is the primary objective behind our branding project.

**Key Takeaways**

The following presents the key research takeaways:

- Lowell creates individuals who are ready to engage the world.**  
Students are empowered to think deeply and broadly about the world at large and their surrounding community. They have the skills, social literacy, and confidence to be impactful members of the "citizens-lead" that will constitute tomorrow's leaders and problem-solvers in a wide range of fields.
- Lowell offers a transformational learning experience.**  
Students are challenged and supported in a multitude of ways to help them overcome barriers, bring out hidden talents, and give new perspectives. They have Lowell as individuals who are capable of achieving far more than even they ever imagined.
- Lowell provides educational experiences that are strengths.**  
When questions arise about Lowell, the K-8 is foremost, nestled in a special rural school, and depth of academic rigor, they can be addressed and distinguished through messaging targeted to each specific concern.
- Lowell has an unwavering optimism for learning.**  
Lowell's unwavering optimism, extraordinary teachers, encouragement for children to take responsibility for their education, and affirmation of diversity are all underpinned by a relentless commitment and energy to making success for each student.
- Lowell is nurturing the life-long independent school citizenry.**  
Every aspect of the Lowell experience is intentionally and intentionally designed to shape the children who we want to create of tomorrow's world. The resulting knowledge, capabilities, and self-direction gained by Lowell students are comparable to those created at the most prestigious independent schools in the area, yet are cultivated in an unpretentious environment that embraces all.

*"The spirit of Lowell—everyone here has it and it binds us together. It ensures that people will always be the #1 priority in all matters."*

**Brand Positioning**

In addition to being informed by the aforementioned key takeaways, the positioning statement answers the following three essential questions:

- What does Lowell School do best?** What is the most important point of differentiation between Lowell and comparable schools?
- For whom?** How do we describe the families and students who will find Lowell appealing?
- Why?** What are the essential reasons Lowell is the best choice for these people?

**Our Positioning Statement:**

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*"This is the place that helps everybody end up where they should be—the right place for them."*

**Messaging Platform (Continued)**

Lowell's Differentiators (Qualities that are unique, ownable, and telegraphic)

<p><b>Leading-edge Curriculum</b></p> <p>Our uniquely designed curriculum features seamless integration across subject matters, enabling students to gain greater understanding of important themes and concepts.</p>	<p><b>Respect for Children</b></p> <p>The respectful relationship and language between students and teachers enable students to be active and accountable participants in their education and express their views with more confidence.</p>	<p><b>Lovely Campus Setting</b></p> <p>The 9-acre campus, nestled in beautiful natural surroundings, provides plentiful opportunities for outdoor play and learning, and an appealing "home" for the entire Lowell community.</p>
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Lowell's Benefits to Families and Students (Aspirations)

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- print advertising
- website

**Academic Rigor for Today's World**

Our leading-edge curriculum is carefully designed to invite learners of all ages to ask questions, think conceptually, and link themes and insights across subject matters.

Call us to schedule a tour or attend an Open House to learn about our transformational learning experiences.

**Visit [LowellSchool.org](http://LowellSchool.org) to learn more.**

**LOWELL SCHOOL**  
Educational Excellence Redesigned

1640 Kalmia Road NW  
Washington, DC 20012  
T 202-577-2000  
[admissions@lowellschool.org](mailto:admissions@lowellschool.org)

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**LOWELL SCHOOL**  
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APPLY SWIM SUMMER CAMP CALENDAR LOGIN

ABOUT US ADMISSIONS PROGRAMS GIVING ALUMNI

**LOWELL SCHOOL IS AN INDEPENDENT PRE-K TO 8TH GRADE SCHOOL THAT EMBRACES A LEADING-EDGE, RESEARCH-BASED CURRICULUM INTENTIONALLY DESIGNED TO NURTURE THE DEVELOPMENT OF INQUISITIVE, CREATIVE, ANALYTICAL, AND CONFIDENT LEARNERS.**

NEWS AND EVENTS

