



PEIRCE

SCHOOL OF INTERNATIONAL STUDIES

Peirce Branding Workflow Process

Prepared by 88 Brand Partners

May 3, 2019

Project Background and Workflow Overview

88, a Chicago-based branding and advertising agency, created a Workflow **process specifically tailored for the school**. This three-step process began with an assessment of the current communications landscape and branding elements for the school. The 88 team developed the program to incorporate feedback from the wide variety of stakeholders and used this feedback to identify where there was shared understanding and opinions and where there was work that needed to be done.

After the completion of this diagnostic-phase in Step 1, 88 prepared documentation (the 88 POV) of the efforts and **provided insights and recommendations that included formalizing the written and verbal elements for the school** used in communications for the school, as well as a redesign of all of the visual brand assets.

After approval from a committee comprised of both internal staff and administration, along with representatives from the four parent organizations and student council, 88 began their work in Steps 2 and 3 of the Workflow.



Step 2 - Brand Strategy

(ex. positioning, reasons to believe, messaging)

Step 3 - Brand Identity

(ex. logo, color palate, typography)

Step 1: Uncovering the Challenge

To get a true understanding of the health of the Peirce brand, 88 needed to uncover learnings and insights from the school's diverse stakeholders who live and breathe the Peirce brand each day.

The 88 team began by **reviewing Peirce's existing marketing as well as the communications from 'competitor' schools**. This material included recent school flyers and email communications, social media, the school's current website and other marketing materials.

Three **large-group workshops with key stakeholders** including teachers, students representing most of the classrooms in the school (Student Council) and a parent group comprised of representatives of the LSC, POF, POP, PSO, BAC and the PAC.



Photos shown are of the student and parent groups during their workshops sessions.

Step 1: *Uncovering the Challenge*

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To supplement the large-group sessions, 88 also **conducted one-on-one intake sessions** with Peirce administration and several individuals who are responsible for specific functions related to the school and would be able to provide their unique perspective because of their relationship to Peirce.

Lori Zaimi / Principal of Peirce School

Dr. Talyia Riemer / Assistant Principal & MYP IB Coordinator

Kimberly Lebowitz / PYP IB Coordinator

Mary Beck / Principal of Senn High School

Marcie Byrd / Chicago Public Schools

Lastly, as part the **2018 and 2019 Peirce Career Days**, Michael McGuire (88's President and CEO) incorporated a brand identity exercise with over seventy-five 6th, 7th and 8th graders. This material was included in our analysis.

In total, we received input from
over 150 individuals.

A group of individuals who were **open and honest** in giving their feedback.

A group of individuals who were **excited to be a part of the branding process.**

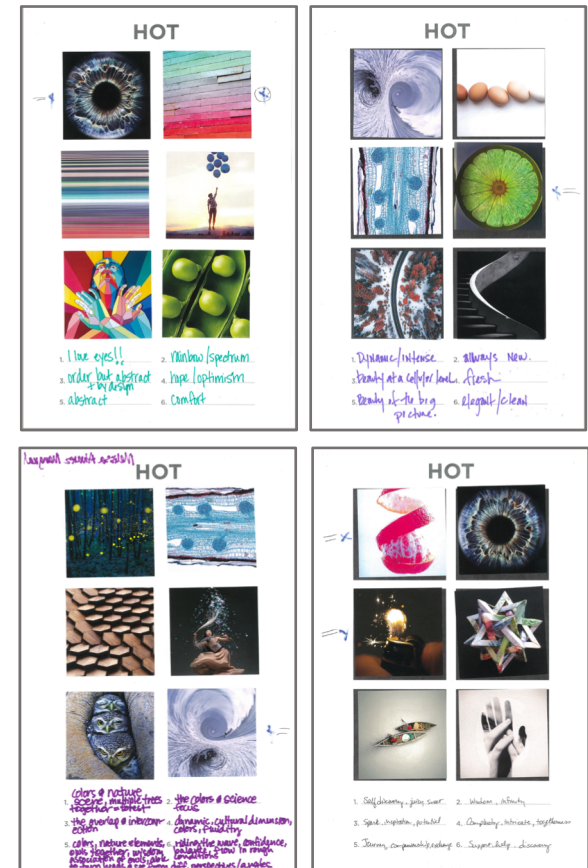
Step 1: Uncovering the Challenge

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Insights from these discussions were often derived from exercises conducted in the three large-group sessions. Here are a few examples of the output used as we analyzed the brand.



Shown is work from the Student Council student group, which represented most of the classrooms at Peirce.



Shown is work from the parent, faculty and administration workshops.

The Presentation of the 88 POV

After the diagnostic was complete, 88 presented its recommendations to the committee, along with the recommendation to develop a formalized brand strategy for the school, as well as new brand elements.

On April 9, 2019, the committee reviewed the 88 POV document that outlined the findings from their assessment and recommendation for the remainder of the process. **After the full presentation and group discussion, the committee approved the recommendation made by 88 Brand Partners to rebrand Peirce school.**

The specific elements of this rebrand would include:

STEP 2 – Define the Brand Strategy

Positioning Platform

A clear statement of differentiation, what you alone can provide to your audience, and how they benefit. This provides a foundation for all brand expression.

Brand Personality

The intrinsic traits that inform the brand identity development and future expression.

Message Platform

The key messages that will anchor your brand and ensure consistent and compelling communications.

Brand Architecture

A framework for managing the inter-relationships between sub-brands and a master-brand.

STEP 3 – Create the Brand Identity

Logo(s)

Your primary visual brand asset—anything from a wordmark to an abstract symbol.

Tagline

A short, audience-facing phrase that captures your brand essence, personality and positioning.

Color Palette & Typography

A primary and secondary system of color and typeface that keeps your brand cohesive and differentiated.

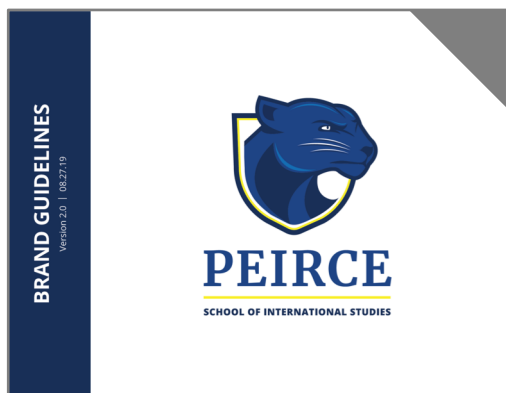
Voice Attributes

The distinctive and memorable tone in which you speak to your audience.

The Peirce Brand Guidelines

Our goal throughout this rebranding initiative is to develop a brand that represents Peirce and is authentically felt throughout the entire Peirce community. That makes our brand the most valuable asset we have as an organization. And that is why a published set of guidelines will ensure that anywhere Peirce is seen, heard or experienced, people will be able to instantly recognize it and understand part of what makes this school special.

The final deliverable, upon completion of Steps 2 and 3, was the Peirce Brand Guidelines. This document **contains everything a stakeholder would need to know about how to represent Peirce, both visually and tonally**, and how to effectively apply these elements in a variety of contexts and formats: which logos, colors, typography and other elements are to be used where and when. Every single guideline in this book has been created to ensure that everyone tasked with developing communications on behalf of the school **presents the Peirce brand consistently across all touch points to any of our diverse audiences.**



The Peirce Brand Guidelines, along with specific assets (logos, links to typographic files, color values) are available to anyone through an online landing page hosted by 88 Brand Partners. This site includes high-resolution files in a variety of formats for the Peirce master brand, as well as logos for internal programs and classrooms, and parent organizations.

To access this material, please visit
<https://88brandpartners.com/peirce/>

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For more information on the branding process for Peirce, please contact:

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