



PEIRCE

SCHOOL OF INTERNATIONAL STUDIES

Peirce Logo Selection Process & Survey Results

Prepared by 88 Brand Partners

May 3, 2019

Project Background and Workflow Overview

88 Brand Partners, 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)

The Peirce Brand Logo Concepts

Armed with the insights from Step 1 and having completed the Brand Strategy in Step 2, Designers and Art Directors at 88 Brand Partners explored numerous options that met the objectives outlined at the onset of the project, as well as incorporated the learnings from the exercises with stakeholders.

On April 23, 2019, 88 presented a variety of identity concepts. Following the presentation and feedback from the committee, the logos shared were narrowed down to three concepts. The committee also made the decision that **the final choice in the new logo would be made by the students at Peirce**. They believed that the students were the ones who best understood the spirit of the school and were best able to make the final decision.

On April 26, 2019, 88 met with each classroom in every grade (Pre-K thru 8th grade). After presenting the three options (shown below), the students were asked to choose their favorite in a private, confidential vote.



The following pages break down the total preference, by the entire student body, as well as preference by grade.

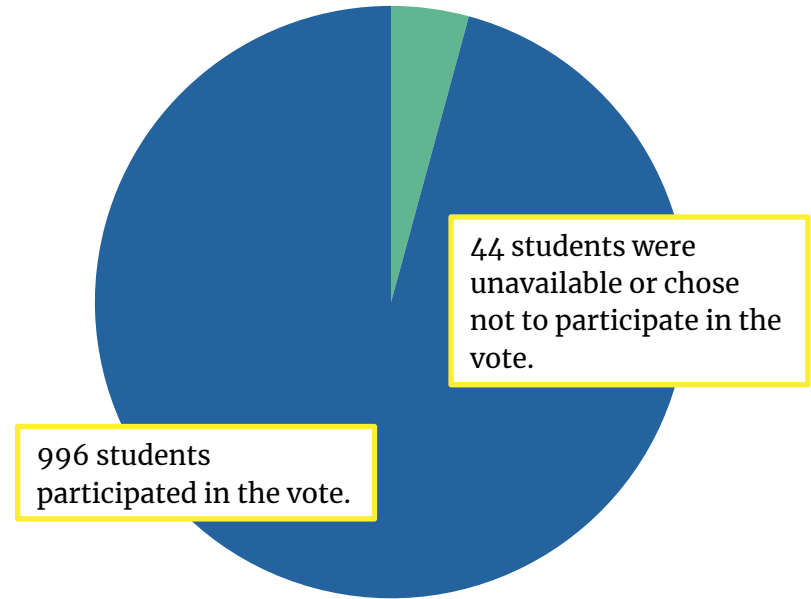
The Peirce Brand Logo Results

On April 26, 2019, the student population was shown three logos representing the school. Each was asked to choose their favorite in a private, confidential vote.

Out of the student population of 1,040, 996 participated in voting for the new logo for the school.

The following breaks down the number of students per grade.

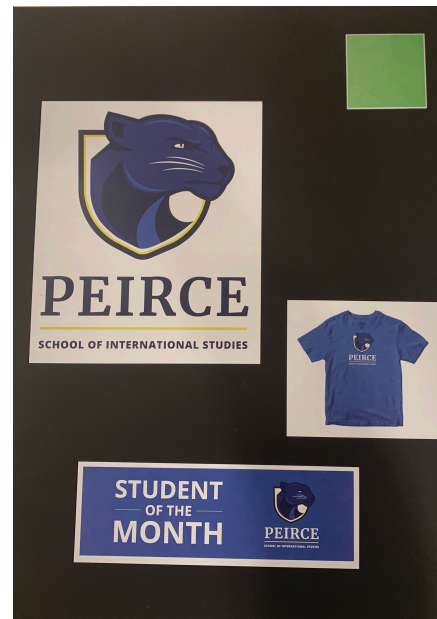
- Pre-K – 60 students
- Kindergarten – 118 students
- First Grade – 116 students
- Second Grade – 114 students
- Third Grade – 108 students
- Fourth Grade – 104 students
- Fifth Grade – 93 students
- Sixth Grade – 102 students
- Seventh Grade – 120 students
- Eighth Grade – 61 students



The Peirce Brand Logo Results

On April 26, 2019, the student population was shown three logos representing the school. Each was asked to choose their favorite in a private, confidential vote.

To assist in our research, 88 developed boards that included the logo and a few examples of how that logo might be used in practice (some of the younger students needed that context to understand how a logo works). Each concept was assigned a shape. After each concept was presented (in rotation), the students were given a card and asked to draw either a circle, square or triangle.

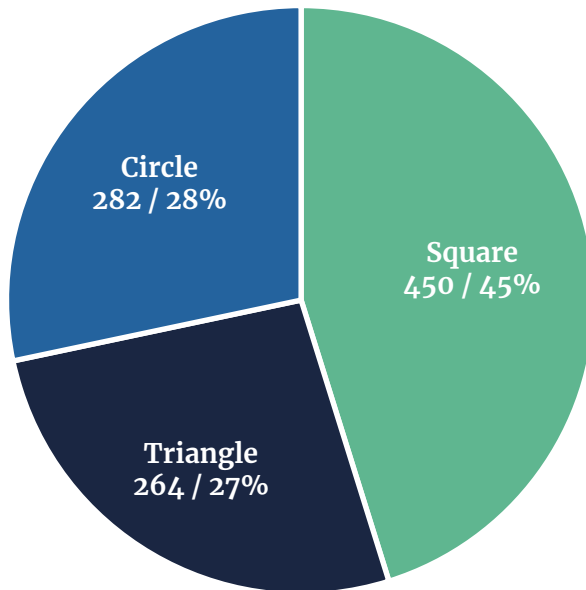


Shown are the concept boards used for the student vote.

The Peirce Brand Logo Results

On April 26, 2019, the student population was shown three logos representing the school. Each was asked to choose their favorite in a private, confidential vote.

The breakdown below and the pages that follow outline the exact number of the votes (by total school population and by grade) for each concept.



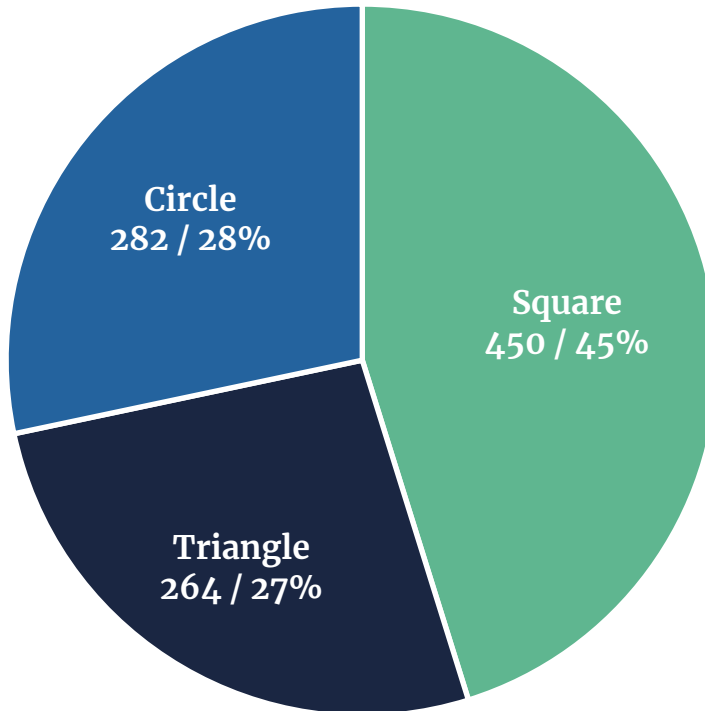
Of all those who voted, a majority of votes went to Square (450 / 45%), followed by:

- Circle (282 / 28%)
- Triangle (264 / 27%)



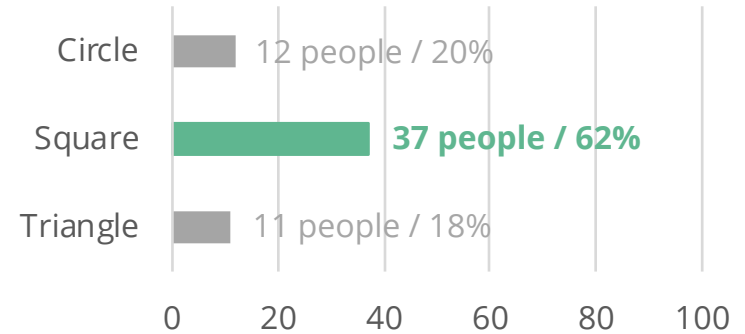
Option Square was the clear winner, and thus is the new logo for Peirce.

Overall Student Concept Breakdown

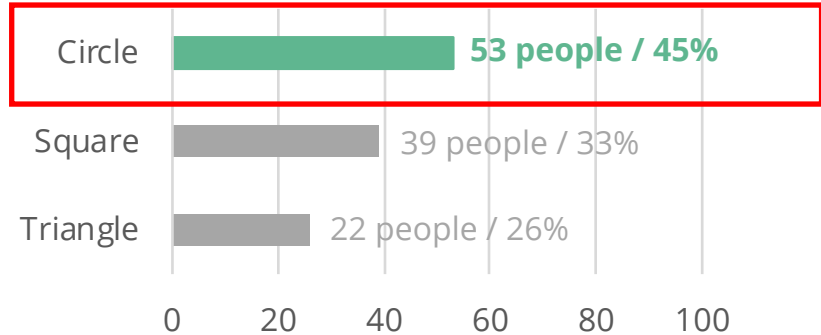


Shown where the grade's choice was not the chosen concept.

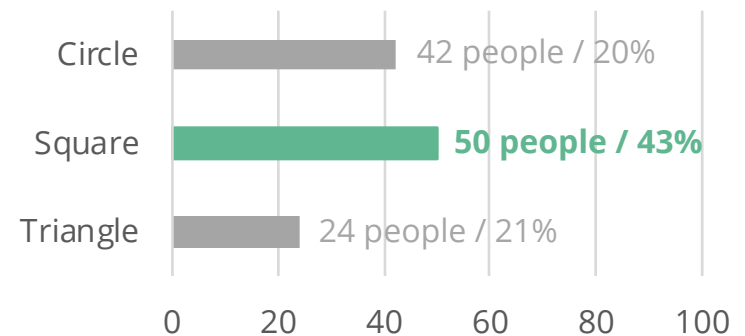
Pre-Kindergarten / 60 Students



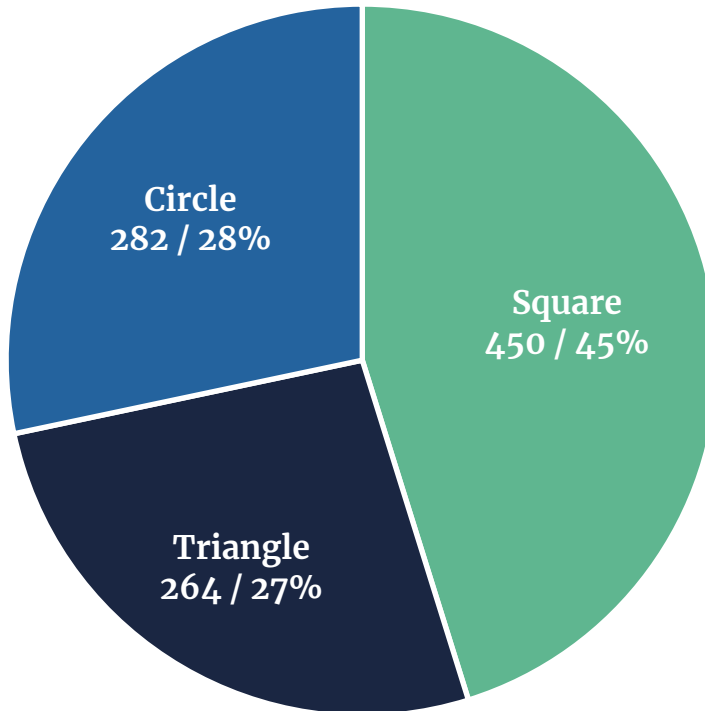
Kindergarten / 118 Students



First Grade / 116 Students

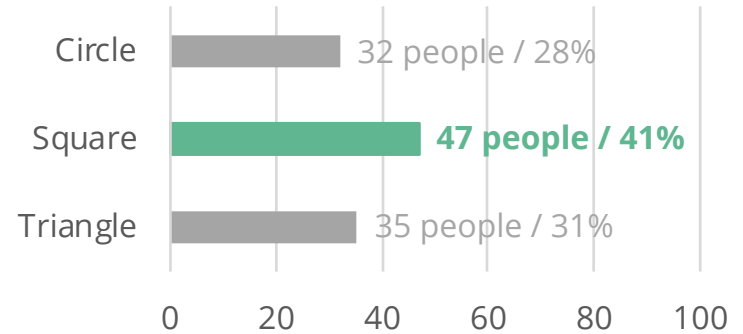


Overall Student Concept Breakdown

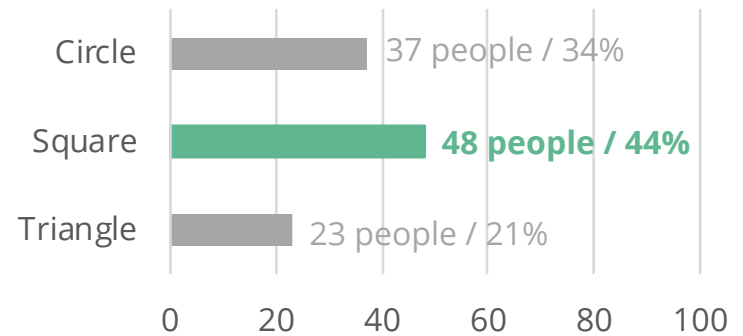


Shown where the grade's choice was not the chosen concept.

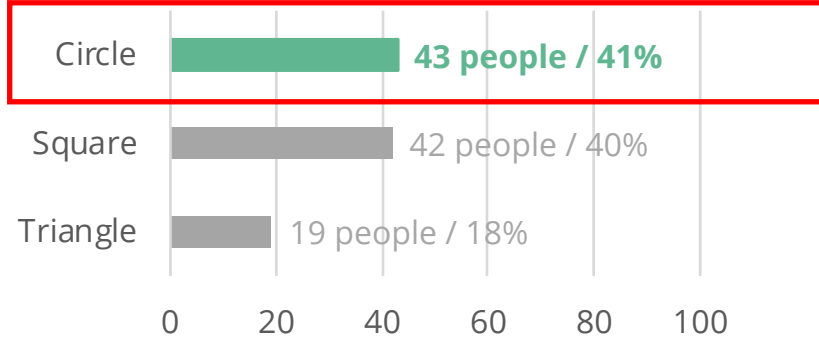
Second Grade / 114 Students



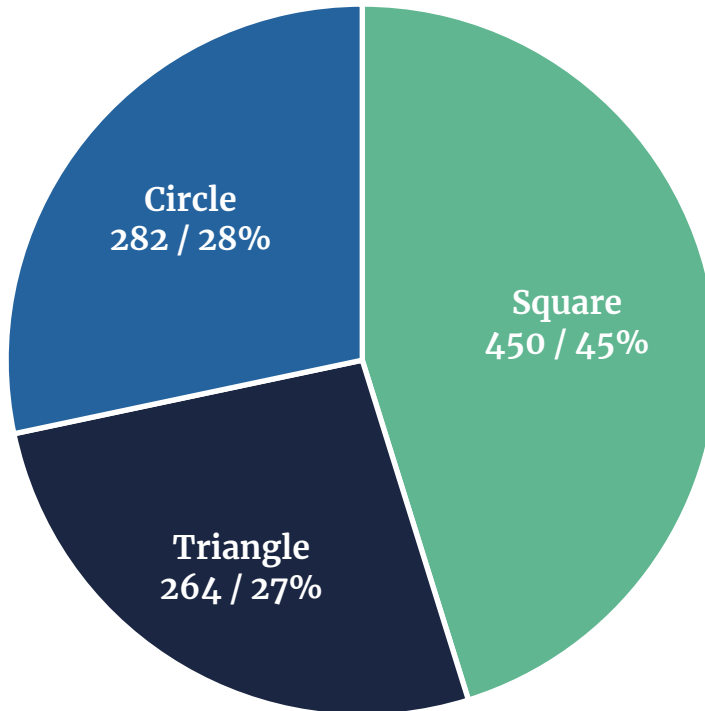
Third Grade / 108 Students



Fourth Grade / 104 Students

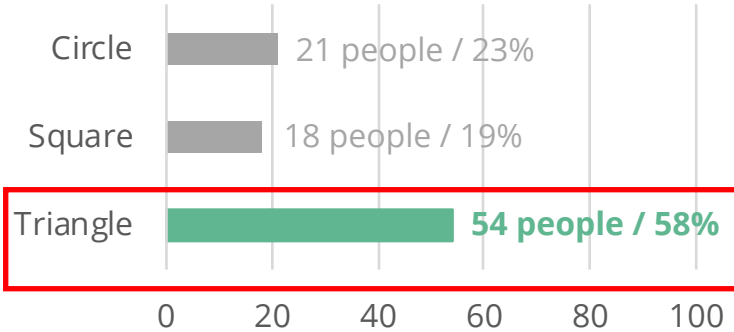


Overall Student Concept Breakdown

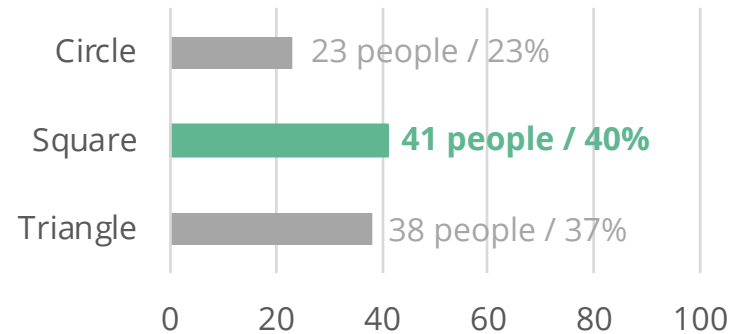


Shown where the grade's choice was not the chosen concept.

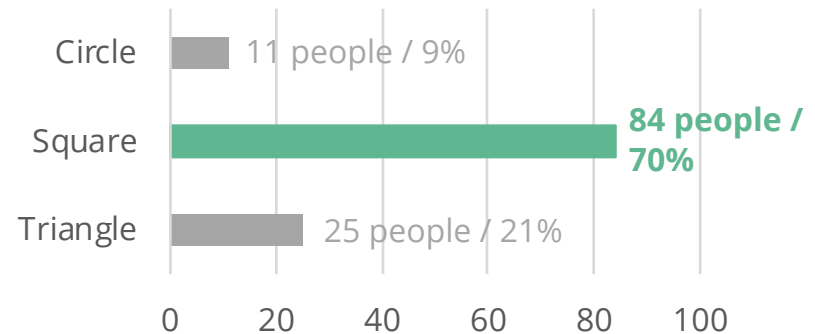
Fifth Grade / 93 Students



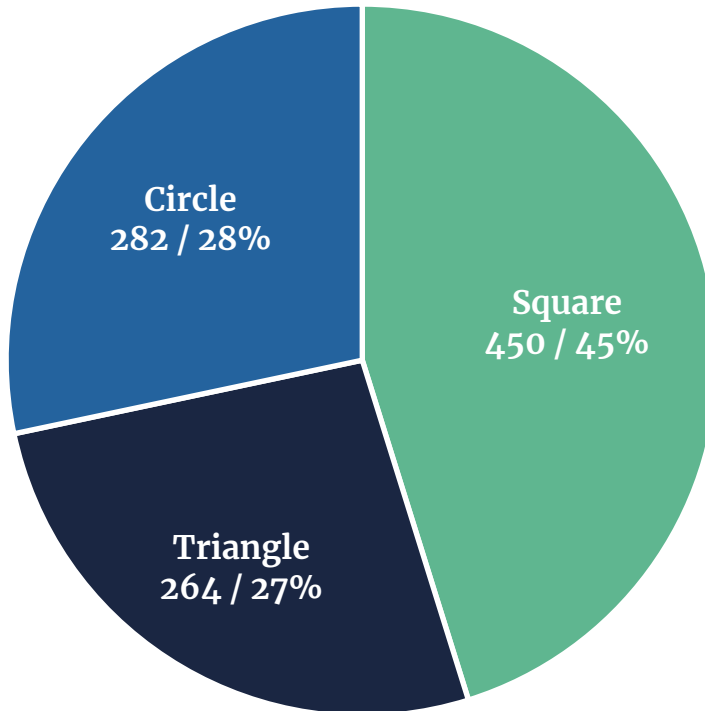
Sixth Grade / 102 Students



Seventh Grade / 120 Students

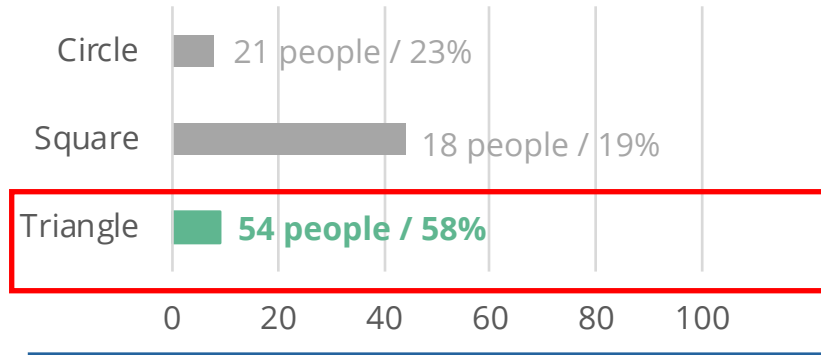


Overall Student Concept Breakdown



Shown where the grade's choice was not the chosen concept.

Eighth Grade / 93 Students



New Peirce Logo



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The Brand Launch

On May 17, 2019, after six months of collaboration between 88, Peirce administration, staff, parents and students, the new Peirce brand was unveiled at the annual school Move-A-Thon.

Since the launch, 88 Brand Partners have been working with stakeholders to educate and provide specific brand elements to individuals responsible for communicating the brand. Throughout the 2019/2020 school year, individuals will begin to see and hear this new brand in action—a brand that consistently and authentically represents Peirce.



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

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