Attadale Primary School

Branding Presentation

22\textsuperscript{nd} June 2015
Confucius said…

“Wherever you go, go with all your heart.”
So do (great) brands!
A brand with no heart is like...

“... a tea bag with no hot water.”
Great brands have one thing in common…

They all have heart.

• A heart that leads their way.
• A heart that makes them come to life.
• A heart that gives them longevity.
• A heart that people are attracted to.
Our school already has **heart**!

We just want people to know and appreciate us.
Why do we need more people to know?

Because at Attadale we believe in:

1. The success of all students.
2. High quality teaching and leadership.
3. Being a capable and responsive organisation.

“A high quality school education for every child - whatever their ability, whatever their background.”
To deliver this, we must maintain our:

- Student Numbers
- Achievements
- Resources
The Attadale brand heart

Is defined by three key areas:
“Attadale is the local primary school of choice for parents in the Bicton, Attadale, Melville and Alfred Cove areas”.

[External Perception]
Our culture

1. Motivated, friendly teachers
2. Safe, inclusive environment
3. Structured, empowering education

* [Internal Perception]
Our vision

Attadale Independent Primary School provides our children with:

FOUNDATIONS FOR LIFE.
“Foundations for life”

Is a promise we can make because it is:

1. Relevant.
2. Credible.
3. Inspiring.
Foundations for Life is believable because:

It is aligned with the community’s values.
If the community believes our promise...

It will help drive our employees to deliver it too.
Next steps for our new brand...

Bring the brand to life.
How do we bring the brand to life?

We can live the brand by:

1. Delivering upon our promise
2. Ownership of our values
3. Expressing our personality
We need to revitalise our brand so that it communicates our story and resonates with all stakeholders, this includes:

1. Developing a new brand identity
2. Building a suite of brand communications tools
3. Implementing a program for engaging with stakeholders
What’s our brand revitalisation program?

1. The brand revitalisation program includes development and production of the following:
   a. Identity
   b. Stationery
   c. Style Guide
   d. Communications tools
      i. Email marketing template
      ii. Brochure
   e. Signage
   f. Online Ad
   g. Small Press Ad
This is our proposal as a way forward to ensure we continue to provide *foundations for life* for all children in our community.