

SCHOOL BRANDING TIMELINE

A super helpful checklist and step-by-step guide to plan your new school brand.

VIP BRANDING
POWERED BY VARSITY BRANDS

When your board approves a new BRANDING PLAN

- Choose a date 8 weeks from now to introduce your exciting new brand.
- Ask your PLC what they did to create a new brand.
- Create a place online to house your research and branding work.

8 WEEKS BEFORE

- Compile existing logo(s) and mascot(s).
- Gather your official school colors.
- Dig into your school's or community's history for ideas.
- Get support from all administration.
- Start gathering the names and contact info of your stakeholders.
- Create a mind map of what you want your brand to portray.
- Set up an online place to keep all your work so you can share it with the branding team.

7 WEEKS BEFORE

- Send out a survey to admin, staff, and community members to determine current school culture.
- Build a team of three to six key decision makers to represent: admins, staff, and community members.
- Use the mind map to develop your branding ideals more completely.

- Build a wish list of how you'd like people to talk about your school community.

6 WEEKS BEFORE

- Put together a school pride committee made up of all stakeholders.
- Set up weekly online or in-person meetings to update work.
- Develop a list of actions and needs and divide the work among community members.
- Check the work you assign against the wish list you've developed.

5 WEEKS BEFORE

- Research mascots and determine what you want the overall look to portray.
- Invite students to participate in the sharing of ideas.
- Determine new goals and assign them to committee members or decision makers.

4 WEEKS BEFORE

- Research what colors you would like to use for your new branding.
- Choose a school color palette.
- Choose a school font.
- Narrow list of mascots to two or three and have the community vote.
- Tally voting and confirm final mascot adoption.

3 WEEKS BEFORE

- Choose a school event where your new brand can be introduced.
- Order simple swag for new brand introduction event.

- Ask band, chorus, and/or cheer squad to participate in event.
- Arrange for any audio or visual equipment you might need at brand introduction event.
- See if PTA or other parent group might sponsor snacks and drinks for the event.

2 WEEKS BEFORE

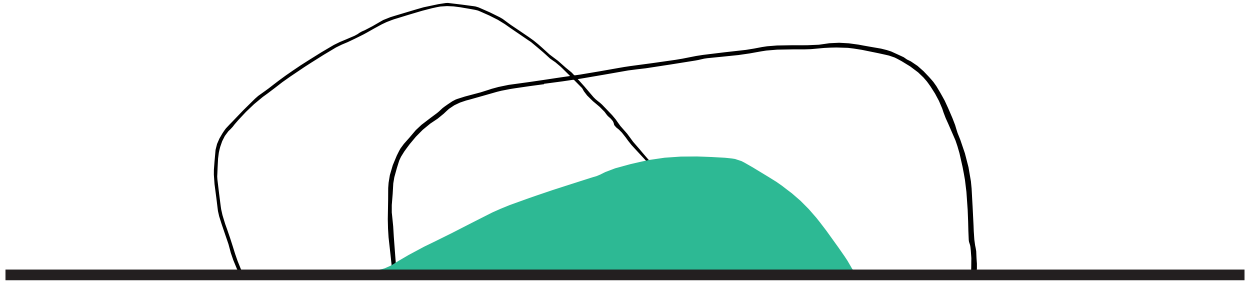
- Hire a photographer to record the event.
- Notify the local press of the new branding introduction.

1 WEEK BEFORE

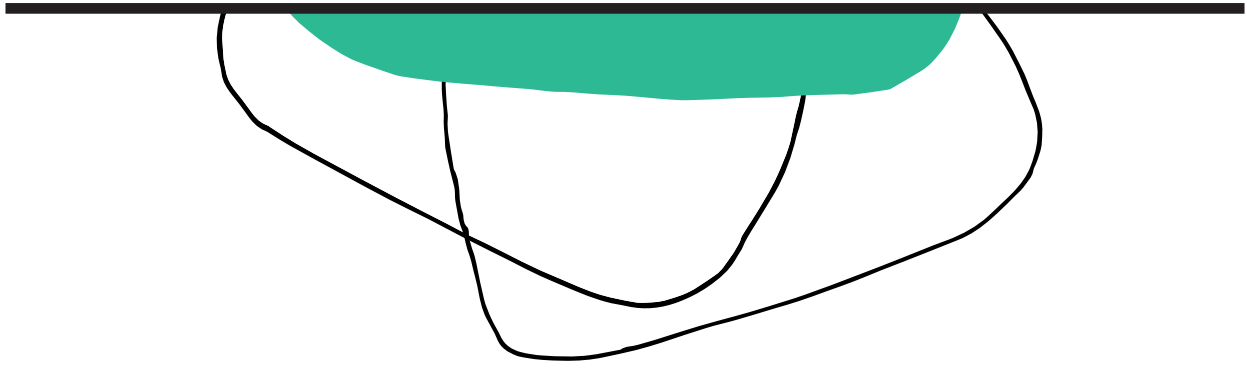
- Hold a meeting to confirm all event details.
- Thank everyone who helped develop the new brand.
- Prepare swag bags for event attendees.
- Confirm all details with an email or phone call.

HAPPY NEW BRAND DAY!

- Enjoy the event.



**DEVELOPING YOUR
SCHOOL BRAND:**
A WORKSHEET TOOL KIT



Vision

Mission

STRATEGIC PLAN

Audience

Competition

Goals

1

2

3

4

5

BRAND

Perception

Stakeholders

Value

Messaging

Position

Promise

Community Outreach

Public Relations

EXECUTION

Physical Spaces

Print Communication

Visual Identity

Online Communication

Social Media

POSITIVE ADJECTIVES

Choose 10-20 of these to describe your school and help identify your branding and mascot.

adaptable	delightful	generous	painstaking	silly
adorable	determined	gentle	peaceful	sincere
agreeable	diligent	good	perfect	skillful
alert	discreet	happy	placid	splendid
alluring	dynamic	harmonious	plausible	steadfast
ambitious	eager	helpful	pleasant	stimulating
amusing	efficient	hilarious	plucky	talented
boundless	enchanting	honorable	productive	thoughtful
brave	encouraging	impartial	protective	thrifty
bright	enduring	industrious	proud	tough
calm	energetic	instinctive	punctual	trustworthy
capable	entertaining	jolly	quiet	unbiased
charming	enthusiastic	joyous	receptive	unusual
cheerful	excellent	kind	reflective	upbeat
coherent	excitable	kind-hearted	relieved	vigorous
confident	exuberant	knowledgeable	resolute	vivacious
cooperative	fabulous	likable	responsible	warm
courageous	fair	lively	righteous	willing
credible	faithful	lovely	romantic	wise
cultured	fantastic	loving	sedate	witty
dashing	fearless	lucky	selective	wonderful
dazzling	frank	mature	self-assured	zany
debonair	friendly	modern	sensitive	zealous
decisive	funny	nice	shrewd	
decorous		obedient		

WRITE ABOUT YOUR SCHOOL BRAND

School name:

School motto:

Describe your school
in 50 or fewer words:

Demographics of your school:

Describe your typical student in
50 or fewer words:

Describe your environment, both at school and in the community:

What value does your school provide?

What is the vision for your school?

In five words describe the look you want for your school brand.

What emotional response do you want from people when they see your school brand?

Write down five words you don't want anyone to associate with your school brand.

Write down two or three colors that resonate with your school.

Find two or three logos you love. Cut them out and paste them here.

Summarize your school branding statement in one sentence.

25 WAYS to BUILD SCHOOL SPIRIT

1 DRESS FOR IT!
Wear your school colors for every game.

2 SHOW UP!
Attend school events with your friends.

CHEER THEM ON!

3 TRY TO ATTEND A SPORTS GAME FOR EVERY SPORT AT YOUR SCHOOL.

5 PLAY IT!
Learn to play the school song on an instrument.

4 DECORATE!
Design posters that show what you love about your school and hang them on your school walls.

7 READ TOGETHER!
Organize a school-wide Read-a-thon.

6 EAT IT!
Organize a back-to-school dinner at a local restaurant.

8 BE KIND!
Do two random acts of kindness per week. Don't tell anyone.

9 BE FAIR!
Each month, attend one school event that you've never been to before.

12 MENTOR!
Join a group that mentors younger students.

10 SING IT!
Write a new school song.

13 SHARE IT!
Ask other people what they'd like to learn about your school.

14 BUY IT!
When your school sells pencils and popcorn, support them by buying some.

11 DANCE TO IT!
Choreograph a flash mob to do at school.

17 CLEAN IT UP!
Invite your friends to volunteer to clean the school grounds with the custodian.

16 BOOK CLUB IT!
Start a book club to build school reading spirit.

19 RESEARCH IT!
Learn about your school's history.

20 PAINT IT!
Collect rocks and hold a painting party where students decorate their own rock to place in a school rock garden.

21 FEED THEM!
Collect new snacks and easy-to-make foods to send home with kids who need it.

22 TALK TO THEM!
Approach a student who looks lonely and say hello first.

Hello

23 SEW IT!
Make a quilt out of old school T-shirts. Auction it off to raise money for school spirit activities.

25 WRITE ABOUT IT!
Send a letter to the editor telling them about your favorite teacher or coach.

24 COOK IT!
Make cookies for the next school bake sale.