



EST.



1992

WILLOWS PREPARATORY SCHOOL®

An  ISP School®

BRAND GUIDELINES



How To Use These Guidelines

These guidelines are provided to give a framework for strategic direction, tone of voice, and visual consistency. Excellence is our focus, so we want our brand to show excellence in every corner. Our entire team should look to these guidelines to direct creative choices and marketing pursuits. A brand is a living entity, but the purpose of these guidelines is to help us effectively navigate our evolving brand as we strive to become synonymous with academic success.

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PART ONE **Brand Strategy**



BRAND OVERVIEW | THE BIRD'S EYE PERSPECTIVE

WPS is a top choice for future-thinking parents, providing 5th - 12th graders an environment to love learning, blossom academically, and prepare for continued success.

With our tried-and-tested teaching methods, we give our students focused attention and incredible opportunities. Small classrooms, a vast range of programs, and proven curriculum makes WPS a private school worth enrolling in.

➤ *Our brand is infused with intentionality, from the words we say to how we look.*



BRAND POSITION | WHERE WE STAND IN THE MARKET

In a world of cluttered classrooms and distracting environments, WPS stands apart in our student-oriented, excellence-focused ideology.

For the parent that doesn't want their child to be lost in an enormous sea of students, WPS provides an educational experience that results in a love of learning and booming academic growth. We don't just focus on immediate success, but have the students' future in mind as well.

➤ *Longevity is an important quality at WPS; we care about things that last.*



BRAND MISSION | WHAT MATTERS MOST TO US

We provide a learning environment where students are cultivated into the next generation of great minds and successful leaders.

We are intentional in shining the spotlight on our unique, proven approach to education. We care deeply about our students and the collection of our resources gives each one an open door to academic excellence. Where other schools are overcrowded and offer a narrow mold for students to fit into, we have deliberately small class sizes and focus on each student reaching their specific goals.

➤ *We don't get lost in the crowd, we make sure our focus is visible to our community.*



KEY DIFFERENTIATORS | WHAT MAKES US STAND OUT

Intentionally Small Classrooms



Our 11:1 teacher to student ratio isn't a mistake. Small classrooms leads to a better learning environment for our students, because they get more quality time with their teachers. It's this approach that cultivates a love of learning in our students.

Access To Outstanding Curriculum



We are an IB certified school, so our students have access to curriculum that provides a dynamic, thorough educational experience.

Proven Methodology



Our approach works because it has been honed and refined over the 25+ years since our founder, Yuka Shimizu, started teaching with the future in mind. The success of our students speaks to the positive effect our methodology delivers.



S.W.O.T. ANALYSIS | MOVING FORWARD WITH STRATEGY

WPS is uniquely positioned to set the standard for dynamic, excellence-focused education. Our brand is ever-growing and evolving, so we want to ensure it continues to move in the desired direction.

The following analysis provides an overview of our place in the industry. The strengths are elements to lean into. The weaknesses are things to be worked on. The opportunities are areas to explore. And the threats are aspects to avoid.



Our Strengths

Proven Track Record

We can win over our market by showcasing the success of our past and present students.

Innovative Approaches

We can stand out from our competition by educating our market on the effectiveness of our unique curriculum and environment.

Our Weaknesses

Lack Of Mainstream Understanding

The IB approach is not as widely understood as more common education structures, so there is a need to clearly and concisely convey the benefits of the IB academic program and why it results in a better experience for students.



Our Opportunities

Loyalty And School Pride

With strong branding and visuals, we can provide our student body and their families the opportunity to display their loyalty and pride to our school. This will help further our positioning and make us a stronger player in our market. Word of mouth is very valuable in connecting with our target audience, so focusing on building brand loyalty will be key in increasing referrals and conversation about WPS.

Our Threats

Wide Range Of Education Options

Remote learning, homeschooling, and private & charter schools have become more accessible and acceptable.

This rise in alternative schooling options provides us with a broader market, but also more competition and noise. To combat this threat, there needs to be clarity in our positioning & consistency in our messaging so our market understands why WPS is the superior choice.



PRIMARY PROMISE | PROVIDING AN EMOTIONAL CONNECTION

Our students enter our doors with an anticipation for learning, and leave them fully prepared to reach their fullest potential and highest goals.

The common strand throughout our branding is the idea of preparation and equipping our students for a bright future. We don't offer a one-size-fits-all approach, but rather an educational system that is tailored to the individual student.

➤ *Our branding efforts center around reinforcing this promise to our school families.*



TARGET AUDIENCE | REACHING THE FUTURE-MINDED PARENT

We are appealing to the parent who is thinking 10-steps ahead. They care about their child having an enriching schooling experience now, but also one that properly builds a foundation for later.

Our target audience wants their child to have access to keystone opportunities, specialized attention from the teachers, and an environment that is not a roadblock to quality education.

➤ *Knowing who we are trying to reach allows us to maximize our marketing resources.*



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PART TWO **Brand Voice**



OUR TONE | EVOKING THE RIGHT EMOTIONS

The way we say our words impacts the perception of our brand. We want WPS to be engaging in the right ways, so it's important that our brand voice reflects these qualities.

Confident

We don't hold back about the value we provide our students.

Focused

We get to the point and are intentional with our words.

Knowledgeable

We have deep insight into why our systems work.

Ambitious

We aren't afraid to set our goals high.

Welcoming

We talk in a way that invites people to inquire more about us.

Generous

We aren't stingy with the information we share.



OUR TAGLINES | A PACKAGED PROMISE

We use these taglines in our marketing efforts to succinctly convey the value WPS brings to our students.

“Cultivating Excellence.”

“Growing a lifelong love of learning.”

“Student-focused & community-built.”

“Preparing the leaders of tomorrow.”

“For learners who want to reach the world.”

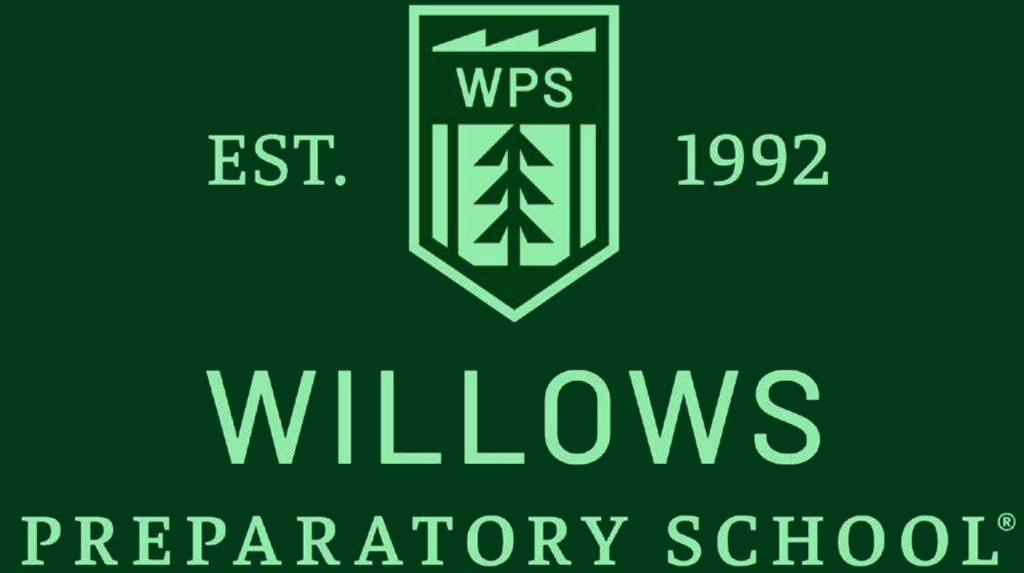


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PART
THREE

Brand Identity



Brand Logo

Our logo is the foundational visual element of our brand. It sets the tone for our identity and is the most frequently used graphic. When using our logo, adhere to the following rules and guides to ensure consistency and focused brand building.



PENCIL

+



BOOKMARK

+



PINE TREE

+



BUILDING

=



SCHOOL CREST

Logo Meaning

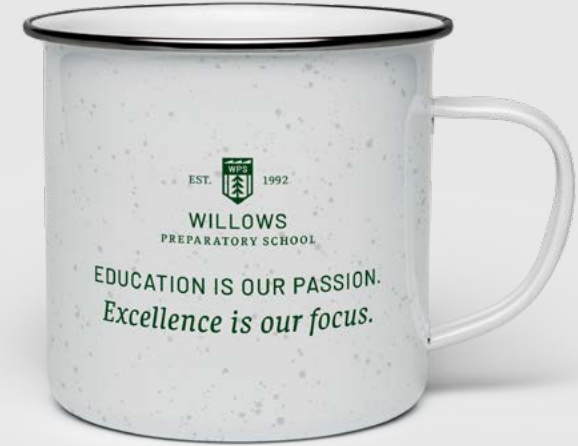
The job of our logo is to identify WPS from the rest of our competitors, but we didn't neglect to infuse it with meaning. Built into our logo icon is a pencil and bookmark, signifying our focus on education. At its heart is a pine tree, grounding us to our PNW roots. And crowning the icon is a silhouette of our three-peaked building.



Logo Library

FULL LOGO LOCKUP

This version is balanced and refined, which is why it's our full lockup. It should be used when the space allows it and there's a purpose to emphasize how long we've been around.



Logo Library

BADGE LOGO LOCKUP

This version includes our tagline and is oriented to use as a badge. It works very well as a secondary element, when the logo does not need to be loud and in the main spotlight.



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School®



Logo Library

SIMPLE LOGO LOCKUP

This version is the most often used, because it's stacked typography allows it to fit in the most spaces. It should be used in the upper left-hand corner of a layout when possible.



Willows Preparatory School



Logo Library

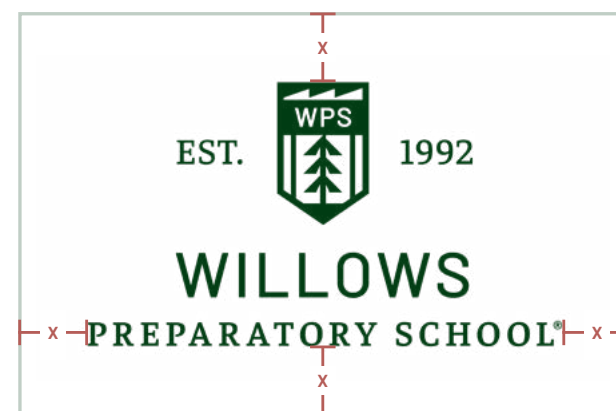
HORIZONTAL LOGO LOCKUP

This version of the logo should be used when the space doesn't allow ample space for the secondary logo. This works best in elongated spaces. Ensure this logo is used at a size where the icon and name remains legible.



Logo Usage

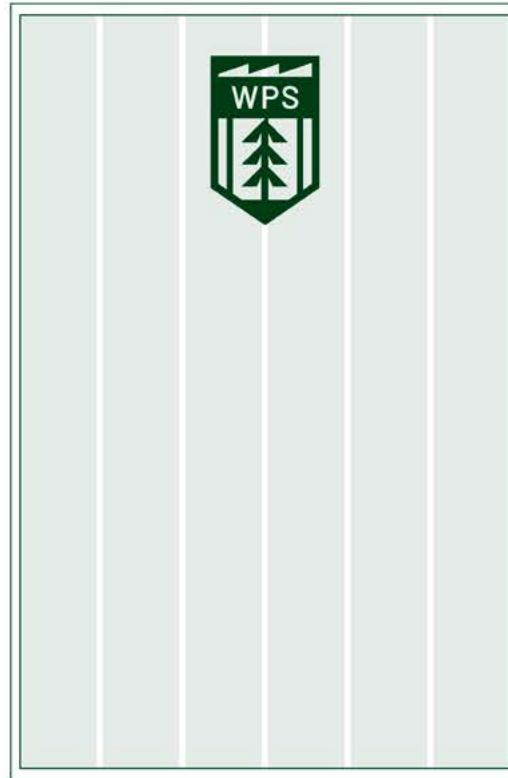
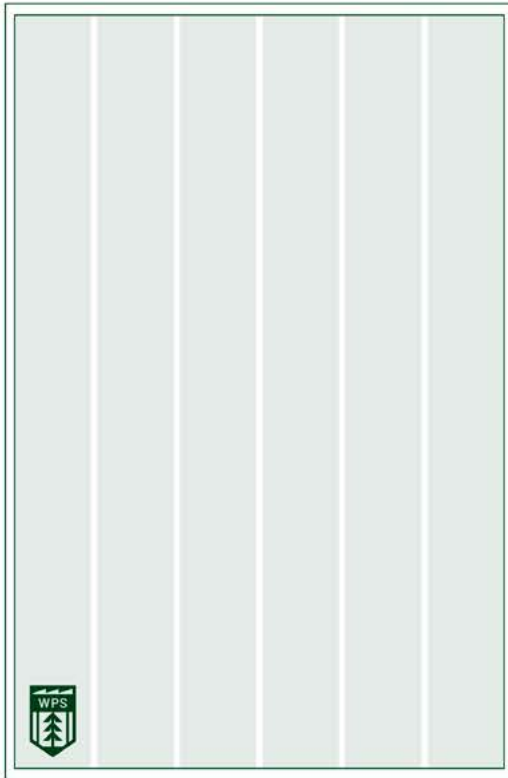
We care about consistency in our logo, which is why we want our logo to always appear at it's best. When using our logo, it should always remain in one single color. Refer to the below examples of the appropriate minimum padding for each logo variation.





Logo Usage

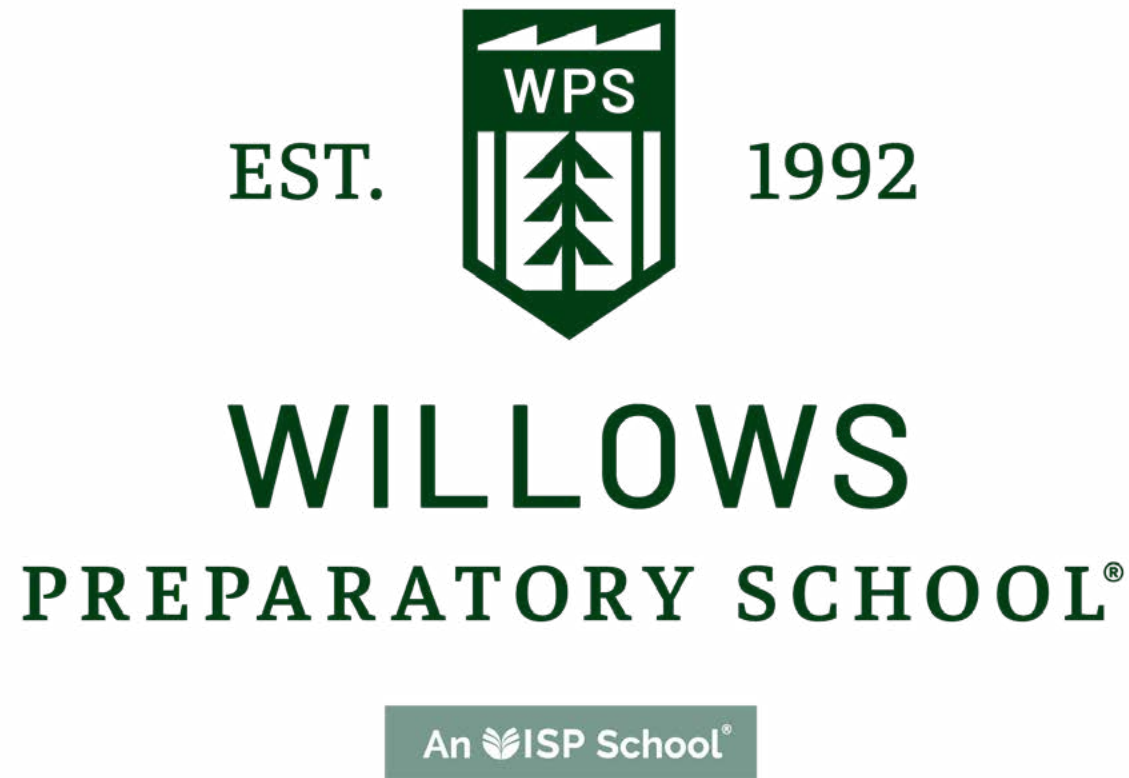
When using the icon as a stand alone element, it should either rest in the corner of a layout, or centered. Our icon can be used a small or large sizes, as long as there's breathing room between it and other elements of the layout.





Logo Usage

The full, simplified, and horizontal logo should frequently be paired with the 'An IPS School' badge. Only use the badge when it can be at a legible size. The length of the badge should always be the same length as the word 'school' in our logo.





Logo Usage

On a white background, the 'An IPS School' should appear in our secondary color, 11th Grade Gray. On a dark background, it should appear in white. It should always be single-color.





Color Usage

Our colors help set the emotional tone of our brand, and are tools to help convey information and guide a viewer's eye. For school-wide collateral, use our primary color palette. For grade-specific collateral, use the appropriate grade color from the secondary palette.



When our icon is on a dark background, use the version that has the extra border around it for best clarity.



Our logo should only be used in our primary colors or white. Use the color combinations with the highest contrast, as shown to the left.



Forest Green #003B17

CMYK: 86/47/94/60

RGB: 0/59/23

Spring Green #A8EDB2

CMYK: 33/0/40/0

RGB: 168/237/178

Gold Excellence #E29322

CMYK: 10/47/100/0

RGB: 226/147/34

Cliff Gray #E8E8E8

CMYK: 8/6/6/0

RGB: 232/232/232

Primary Color Palette



5th Grade Pink #DE917D

CMYK: 11/50/48/0

RGB: 222/145/125

9th Grade Blue #91C2BB

CMYK: 44/9/28/0

RGB: 145/194/187

6th Grade Purple #9E7087

CMYK: 40/61/31/3

RGB: 158/112/135

10th Grade Green

CMYK: 49/32/7/0

RGB: 135/158/198

7th Grade Red #B55C57

CMYK: 23/73/62/8

RGB: 181/92/87

11th Grade Gray #7F998F

CMYK: 53/29/44/2

RGB: 127/153/143

8th Grade Brown #A66B1C

CMYK: 29/58/100/14

RGB: 166/107/28

12th Grade Tan #B2A175

CMYK: 31/32/60/2

RGB: 178/161/117

Secondary Color Palette



MARCH '21 - '22 School Calendar		SUN	MON	TUES	WED	THUR	FRI	SAT
				Teacher In-Service NO SCHOOL	8th Grade Debate Club Showcase 7th Grade Art Show			
6	10th Grade Cross-Country Meet				5th Grade Art Show Senior Picture Day	9th Grade Science Center Field Trip		
13			12th Grade Volunteer Day					10th Grade Cross-Country Meet
20	8th Grade Parent Visit Day	8th Grade Drama Auditions 9th Grade Museum Field Trip			11th Grade Science Fair	11th Grade Science Fair		12th Grade Academic Decathlon
27				5th Grade Animal Sanctuary Field Trip	Start Of Spring Break NO SCHOOL			

Example Of Grade Color Usage



This is Faustina Regular.
It is our primary typeface,
setting the tone for our identity.

HOW TO USE:

Use Faustina Regular for headlines and primary text. It should be used in sentence case with regular kerning.

**THIS IS BARLOW SEMIBOLD.
IT IS OUR SECONDARY TYPEFACE,
BALANCING OUT OUR WORDS.**

HOW TO USE:

Use Barlow Semibold for subheaders, tags, and emphasized words. It should be used in all-caps, with loose kerning.

This is Poppins Regular.
It is our body typeface,
giving our words clarity.

HOW TO USE:

Use Poppins Regular for all body text. It should be used in sentence case with regular kerning.

Brand Typography



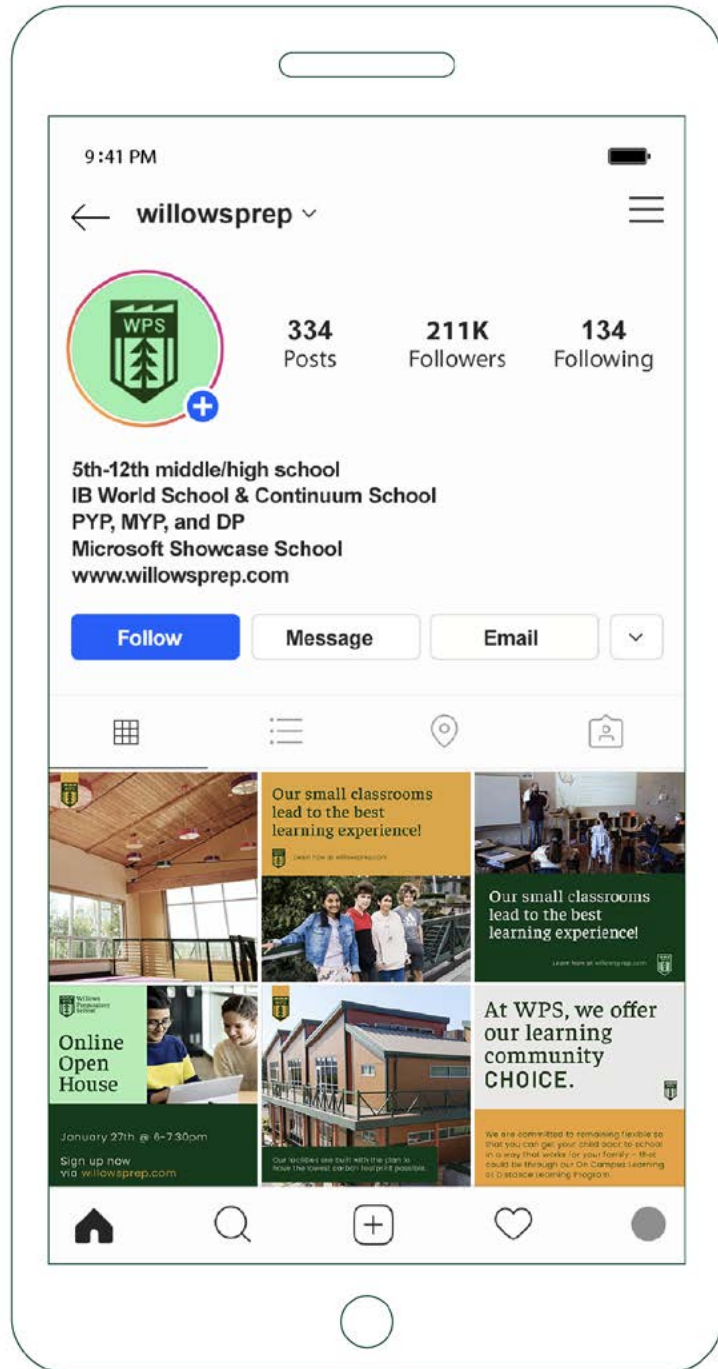
Brand Patterns

Our brand patterns can be used for backgrounds at a large scale or a supporting element at a small scale. When using text or images on top of our patterns, ensure that there is highest contrast possible for maximum legibility. These patterns should always be used in Forest Green.



PART
FOUR

Brand Examples






EST.  1992

WILLOWS
PREPARATORY SCHOOL




Now Enrolling
5th GRADE

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EST.  1992

WILLOWS
PREPARATORY SCHOOL



Now Enrolling
6th GRADE

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WILLOWS
PREPARATORY SCHOOL




Now Enrolling
7th GRADE

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WILLOWS
PREPARATORY SCHOOL



Now Enrolling
8th GRADE

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EST.  1992

WILLOWS
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Now Enrolling
9th GRADE

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WILLOWS
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Now Enrolling
10th GRADE

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WILLOWS
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Now Enrolling
11th GRADE

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EST.  1992

WILLOWS
PREPARATORY SCHOOL



Now Enrolling
12th GRADE

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Willows
Preparatory
School

WE ARE A PREPARATORY
SCHOOL THAT IS TRULY
**student-oriented,
excellence-focused.**

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