College Rebrand

Board of Governors

8 Mar 2011

Reputation and Brand Position Research

Main Findings:

- College has a good and improving reputation
- Apathy… 'the College'
- Strong reputation with employers and external partners
- Whole College reputation is stronger than Sixth Form College
- Operational activity highly impacts on reputation
- Internal staff perception and actions highly impacts on reputation
- Those with experience of the College have a much better impression of College

Next Steps –

Barnsley College is at a crossroads...

- Brand positioning - rebrand
- Innovative approach would be to move towards a more altruistic or statesmanlike style
- Training for front-facing SMT and Governors
- Encourage College 'non-users' to access services and resources
- Ambassadors
- Advocate
- Alumni

Proposed Main Brand Identity

After our surveys and workshops with students, staff, the community, SMT and Governors our aim has been to produce a brand that is:

- **Aspirational with Heart**
- **Down to Earth with Huge Ambition**
- **High Performing but with Soul**
- **Everyone Together, whilst Supporting the Individual**
- **Contemporary**

From this we have produced the following:

The logo is based around...

- The fact that each student and staff member is seen as an individual and is highly supported as such

- This is represented by the red circle and that each circle is a different shape and asymmetrical

- However, individuals are within a strong and supportive environment (the many shapes together)

- The identity shape is taken from the idea of pebbles; there is never one exactly alike

- The shape is also inspired by the asymmetrical shapes within new building

- The one shape apart from the group represents an individual coming in to the group or progressing on, and how one person's actions affects everyone else's within it

Colour Palate

- **RED** has been associated with Barnsley for many years eg Barnsley FC
- It has been used in recent College marketing material (influenced by New Build)
- The new build being 'so red' it has to be incorporated into the brand
- As well as vibrancy, red can be seen as aggressive, and therefore will be used as an accent colour only. We are using a deep, subtle version of red
- Earth tones of charcoal and brown have contemporary feel and reflect new build colours
- Earth colours are associated with calmness; works well in educational environments
- New build will be focus of college for foreseeable future; brand must work well with it
- The brand is designed to work well with different sub-brands and a variety of colours

Barnsley College Brand Font: **FS Me**

- FS Me is designed to aid legibility for those with a learning disability

- FS Me was researched and developed in conjunction with, and endorsed by, Mencap

- We consulted with College Learning for Living and Work students and individuals with dyslexia

- Mencap receive a donation for each font licence purchased

- Winner of D&AD Awards 2009 (D&AD Awards are recognised throughout the world. They set the absolute reference standard for creative excellence)

- This font will be used in all communication materials

- Other fonts may be used in campaigns with design elements but as an over-arching brand font, FS Me will be used throughout the College

FS Me Light
FS Me Light Italic

FS ME Regular
FS ME Regular Italic

FS Me Bold
FS Me Bold Italic

FS Me Heavy
FS Me Heavy Italic

Versions of Logo

Barnsley College

Together We Achieve

Versions of Logo

Barnsley College

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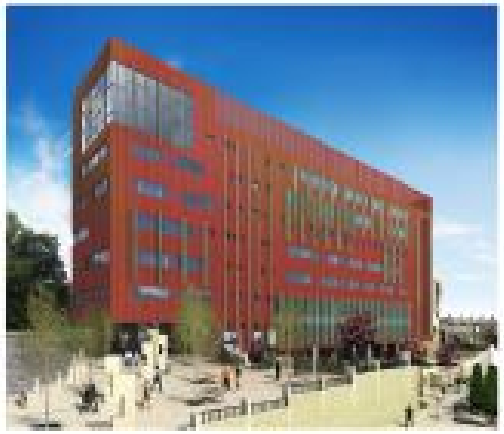
Proposed Main Brand Identity

Taking Inspiration from The New Building

Barnsley College



Colour Palate

The brand helps tie the soft curves of the interior of the building with the more angular exterior.
Also works with new TLC building etc.

The shapes used for the brand have been influenced by the architecture of the building.

Proposed Main Brand Identity

Using Elements of the brand in prospectus.

Welcome

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Launch Campaign

Use on Merchandise for Students

This concept would be part of the soft launch of the brand, to help shift perceptions of the College within Barnsley and the wider area, a need identified in previous documents.

The brand is confident and fun, and from a student's perspective it is about them and their individuality, but all along knowing they have an fantastic support network within the College.

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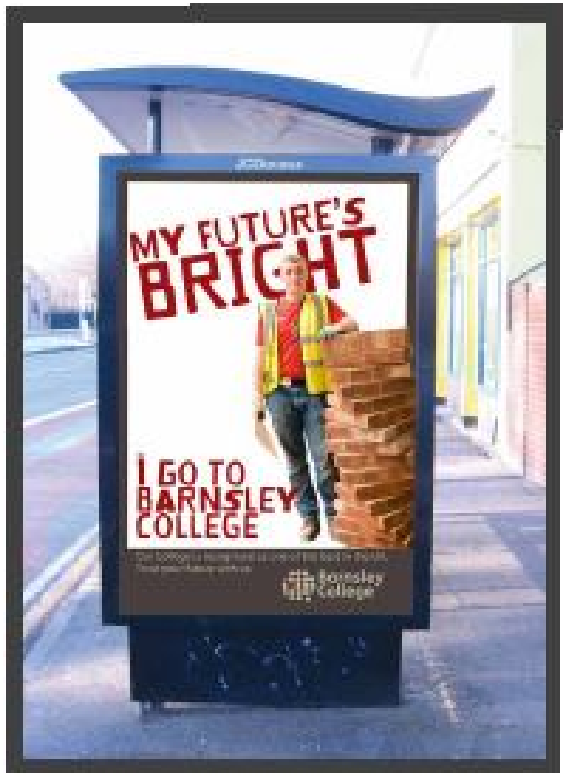
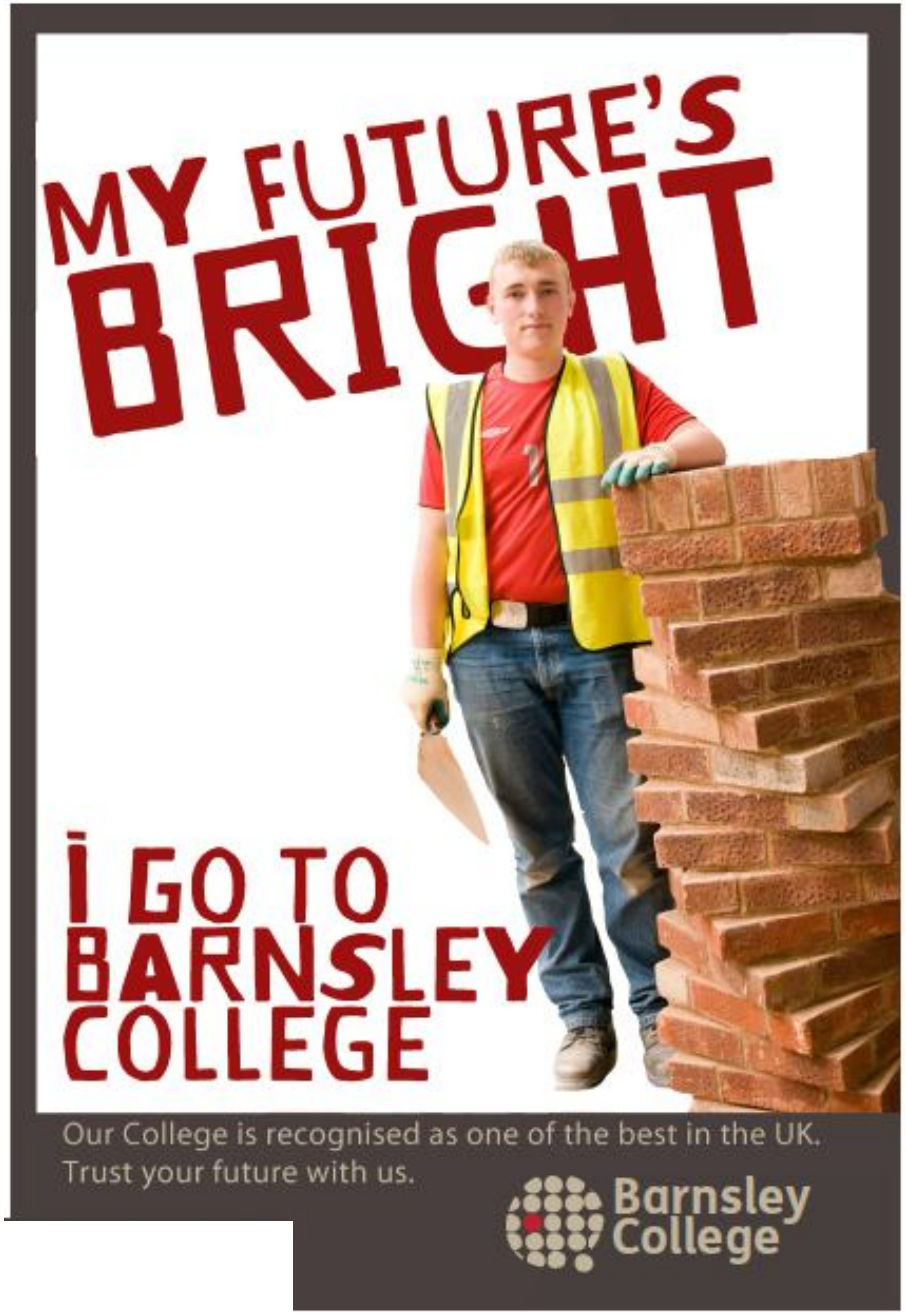


It is confident, and the message of the College being recognised as one of the best in the country is of major importance at this stage.



Subtle use of the brand and elements throughout buildings and corporate literature

Project: Barnsley College Campus Redesign
Job No: 3492
Drawing No: 3003
Revision: P1

Barnsley College

Spot the difference!

BARNSLEY College

Barnsley College
Together We Achieve

Questions/Comments?

Sub-brands

Barnsley College

Together We Achieve

THINK LOW CARBON centre

Building Skills for Green Futures