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**Inspiring
Branding**

Communicate
Inspiration

Contents

What is Branding

Why is Branding Important in Education


Applied projects

How to create your own branded content

Personal Branding Matters



Branding is NOT just a logo...

- Corporate Colours
 - Style
 - Fonts used
 - Decorations
 - Culture
 - Content Creation
 - Messages to the public
 - Visual Material
 - The general feeling of the brand
 - All the elements which communicate the philosophy of the org
- 

Inspiring Brands

Dove
#choosebeautiful





FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE





American Schools Sports Teams



Application of Logos

Create a logo for an Org / Society in School



The importance a of Logo



Creates identity – recognizable



Builds Trust



Sense of Belonging



Reminds of Values



Memory



Emotions

Project Logos



COLOR EMOTION GUIDE

Psychology of Colours



How to create your own logo

Google
search for
“icons”

Icons in png /or
remove background



Activity

1. Think of a logo you would like to create
2. Search on Google for icons you can use

The Power of Mascots

Create Emotional
Connection



How to create your own Mascot?

1. What to Communicate – Ideas / Messages / Values / Emotions
2. Corporate Colours
3. What Symbol – animal / object / shape
4. Characteristics
5. How to look like – Dressed
6. Design
7. Finalization

Slogan / Moto

To motivate / reminder of
our values / philosophy

Inspiring Advert
Example

A Nike advertisement featuring a motivational slogan. The text "STOP DREAMING START WORKING" is written in large, bold, black, sans-serif capital letters, centered over a background of a bright blue sky with soft, white clouds. Below the text is the black Nike swoosh logo. The entire advertisement is framed within a large, semi-circular white shape on the right side of the slide.

**STOP
DREAMING
START
WORKING**



Activity:

Create a slogan to share the vision of your organization / or a project

Tips:

Keep it short to the point

Words create feelings & images

“Listen” to the sound of the words

Homework

Find an image to match the slogan which will empower the message

Create Posters

Use Power Point
Export in JPG



Personal Branding Matters

Presence on Social Media

- We Inspire people too
- Inspire with Personal Success
- With a positive message
- With a smile





Communication in Schools

Class / Network Stakeholders

The magic of words

Speak to Inspire

We are mentors

- Speak to the hearts of people with passion about your vision
- ...and to their brains with figures and possibilities

- Listen to people carefully -
- Take the time to “see” their feelings behind their words

- Use positive & motivational language
- Speak at the style of their Language to build trust

Q&A





THANK
YOU

