

Telling Our Story of Pride

Methacton School District School Spirit and Branding



Finance Committee Meeting 3.13.24

Agenda

- Recommendation
- Vendor
- Deliverables
- Involvement
- Participation/Process
- Cost
- Timeline



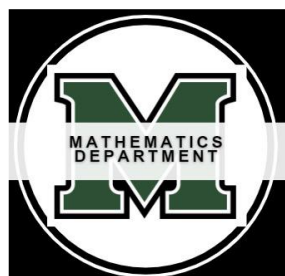
Recommendation

- Approve Iris Creative Group, Inc. of Fort Washington, PA to provide branding services as outlined in the attached agreement at a cost of \$64,700.





Brand Identity Challenge



Brand Identity Potential (example)

PRIMARY & SECONDARY LOGOS



Primary Logo

This lockup version includes the blue longhorn and the detailed typography.



Primary Mascot

This is the blue longhorn head with no typography.



Secondary Logo

This lockup version includes the yellow longhorn and the detailed typography.



Secondary Mascot

This is the yellow longhorn head with no typography.

ALTERNATE LOGOS

For logo use on a colored background, please use the file with "White Outline" in the name.



Simplified Type Logo

This lockup version includes the blue longhorn and the simplified typography.



Athletics Logo

This lockup version includes the blue longhorn and the detailed typography — replacing "longhorns" with specific sport and activity names.



ONE COLOR LOGOS



One Color Logo

This lockup version includes the blue outlined longhorn and the detailed typography.



One Color Mascot

This is the blue outlined longhorn head with no typography.



Alternate One Color Logos

Black, yellow and white alternatives are provided for use on colored backgrounds and when one color output is necessary.

Vendor Selection Process

- Researched top PA High Schools in 5 county region (Public and Private)
- Contacted the top frequently used vendors for initial pitch
- Requested proposals
- Top 3 Vendors presented to district
 - The LeapFrog Group of Erdenheim, PA
 - Iris Creative Group, Inc of Fort Washington, PA
 - Creosote Affects of Emmitsburg, Maryland
- Presented top vendor to Executive Communication Committee




Iris Creative

- Iris Creative Group of Fort Washington, PA
 - President – Beth Brodovsky
 - Founded company in 1996; 11-member team
 - Specializes in brand development and relationship communications for organizations in education, healthcare, arts & culture, associations and not-for-profits



Iris Creative

- Specialties
 - Brand Strategy & Identity
 - Print & Digital Publications
 - Event & Campaign Marketing
 - Marketing Support



Services		
Stakeholder Session	Persona Development	
Discovery Research	Mission, Vision and Values	Brand Launch Plans
Communication Audit	Name and Tagline	Communication Strategy
Competitive Review	Positioning Statements	Marketing Plans
Data Analysis	Key Messages	Social Media Strategy
Interviews	Audience Messages	Marketing Templates
Focus Groups	Visual Identity	Stationery and Business Cards
Surveys	Logo Development	Collateral Design
Audience Research	Logo Systems	Graphic Design
	Brand Guidelines	Copywriting

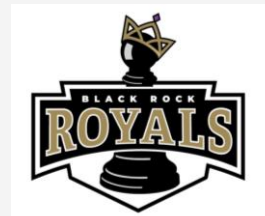


Iris Creative Portfolio Examples

Concepts



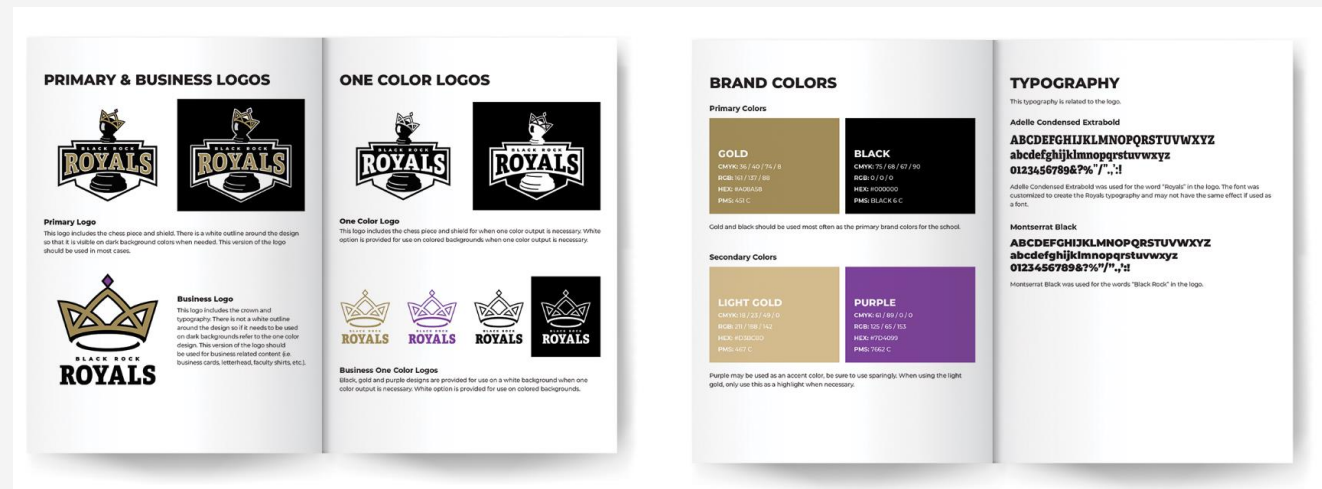
Final Primary Logo



Final Business Logo



Style Guide



Experience/Depth

- Past Clients/Projects
 - Lower Merion School District – Brand Strategy & Identity
 - Unionville High School – Brand Strategy & Identity
 - Yale Law School - Events & Campaign Marketing
 - Rockford University – Marketing Support
 - Einstein Healthcare Network – Print & Digital Publications

Our Clients



Deliverables

Process

Audience

- Stakeholders Sessions
- Persona Development

Message

- Brand Positioning
- Key Messaging

Image

- Brand Identity
- Style Guide

Experience

- Communication Strategy
- Launch Plan

Deliverables

- Brand Strategy
 - Brand focus through our AMIE process that aligns **A**udience, **M**essage, **I**mage and **E**xperience
- Brand Identity
 - Full color mascot icon
 - One-color line art mascot icon
 - Mascot/typography lockup
 - Editable Mascot/typography lockup for individual sports
 - District MasterBrand – simplified typographic logo that may incorporate the mascot icon
 - School MasterBrand logos – variations on the District logo for the High School and two middle schools
 - Avatar version for social media
 - District seal
- Communications Strategy
 - Develop objectives, strategies, tactics and measures for what we want people to know, feel, do
- Launch Plan
 - Align matters in communications audit and map out transition plan
 - Develop Marketing calendar
 - Develop statements for use

Involvement

- Executive Communications Committee
 - Small group (8-10) district stakeholders (teachers, support staff, parents, board)
- Committee for Stakeholder Sessions
 - Two Groups
 - Adults (staff, parents, board)
 - Students (8th grade and up)
- Communications Office
 - Liaison between vendor and executive committee



Participation/Process



- Five-month Process

Phase	Who	Activity	Time	When
Data review and kickoff meeting	Project Leaders (Participate in all)	Virtual meeting	1 hr	April
Stakeholders Sessions (2)	1 Adult and 1 Student community group	In-person or virtual workshop session	2.5 hrs	April
Persona Development	Adult community group	Ideally, in-person workshop session	2.5 hrs	May
Creative Brief	Limited set of Adult/ Student community grp	Virtual meeting - community input	1 hr	April
Positioning	Adult community group	In-person or virtual workshop session	2 hrs	May/June
Key Messages	Adult community group	Virtual workshop session	2 hrs	May/June
Concept Review	Limited set of Adult/ Student community grp	Virtual meeting - community input	1 hr	May
Comm Strategy	Project Leaders	4 virtual work sessions + offline work	2 hrs/each	August



Costs

	BUDGET
1. Brand Strategy (Audience/Message)	\$22,700
2. Brand Identity (Logos and Style Guide)	\$20,500
3. Communication Strategy	\$15,000
4. Launch Plan	\$6,500
TOTAL	\$64,700



Costs

- 2023-2024 Department Budget
 - Staff - \$272,275 (2 staff)
 - Department Budget
 - Supplies/Fees/Subscriptions/Postage etc.
 - \$156,120
 - **\$150,000 (Communication Services)**
 - Total Budget: \$578,395
- Proposed 2024-2025 Department Budget
 - Staff - \$381,976 (3 staff + 2 Student Interns)
 - Department Budget
 - Supplies/Fees/Subscriptions/Postage etc.
 - \$161,320
 - \$20,000 (Communication Services)
 - Total Budget: \$563,296



Timeline

- January 2024 – Contacted/Interviewed vendors
- February 2024 – Received proposals from vendors
- February 2024 – Reviewed proposals; selected one to move forward
- February 28, 2024 – Brought top vendor before executive committee
- March 13, 2024 – Presentation to Finance Committee
- March 19, 2024 – Vendor presents to Board at Work Session
- March 26, 2024 – Board considers vendor for approval
- April 2024 – Work begins

