

OVERALL GOAL:

Maintain a strong brand affinity for Mariemont City Schools with the creation of a new district logo.



BRAND PURPOSE STATEMENT

WHAT IS OUR BRAND STORY?

Mariemont City Schools BRAND PROMISE:
"WORK SMART. CREATE EXPERIENCE. EMBRACE GROWTH."

What's the purpose of this?

To create an image to be used on athletic apparel, banners, signs, and more.

What is it?

A mascot/image/words that is uniquely identifiable for our school.

Why is it important?

A strong brand creates positive feelings, minimizes competitive threat, enhances self-image and serves as a source of pride for school culture.

What's the value?

Separator from other schools. Creates a family atmosphere. Consistency of image, colors, fonts.



BRAND POSITIONING STATEMENT

What goals / objectives would you like to accomplish through this Branded Experience and who is the main target market / barriers for each?

We would like to create a new logo/image that inspires full inclusion and equality that ALL people will and can be proud of. The main target market is our students, school district, and community.



BRAND EMPOWERMENT WORDS

What does a Warrior mean to us?

It means to be a competitor that will fight until the end as a family, in an honorable way.

What characteristics do we want to represent?

Equality. Strength. Courage. Loyalty. Determination. Resiliency. Perseverance.

What reaction are we looking for?

Pride. Awe. Envy. Sense of Community. They know what we stand for.



BRAND HISTORY

What did we like about the previous logo?

It was professional. It was powerful. It looked good on all applications because it was a circle. It was unique. It wasn't a copy cat image of anyone else. It was versatile, could be used with words, without words, various color schemes.

What do we want changed from the previous logo?

No Native American imagery or hint of any stereotype that could hurt a group of people.