



# THE BOBCAT BRAND

BRANDYWINE COMMUNITY SCHOOLS

Brand Essence - the core value that drives the brand's performance, sets it apart from competitors

**A Tight-Knit Community**

Brand Personality - the manifestation of the brand in human characteristics

**Supportive and Proud**

Emotional Benefits - the emotion that results from interaction with the brand

**Safe, Supported, Valued**

Functional Benefits - the feature, services, or goods that the brand provide

**Inclusivity, Opportunities, Relationships**



## What do we stand for and believe in? Does the community know that?

### Physique

Our physical characteristics are rooted in tradition, while implementing modern elements. The Brandywine Bobcat is an element of tradition that has been carried through the years, but was recently updated to look cleaner and more modern. The primary colors are maroon and gold, while utilizing black to instill brand loyalty. The colors are bold and represent the tenacity and grit of a district formed by farmers who didn't want to send their kids across town for an education. With tradition on our heels, we move forward to the new generation, which is reflected in our primary font, Montserrat, a clean sans serif font.

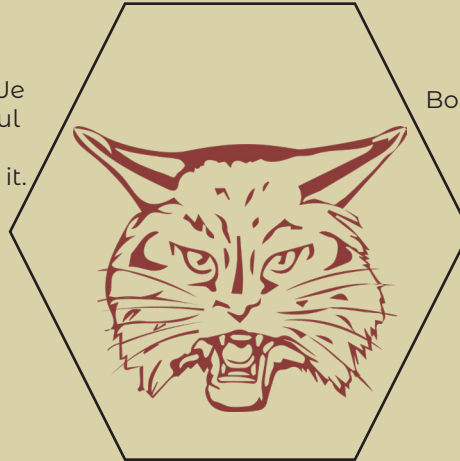
### Personality

We use down to earth, simple language to convey our message and incorporate warm, nurturing humor when applicable. We communicate as if we are a family, bringing the family traditions and new generation together. We display pride, community, and support for our students and staff each time we tell our story. We convey a community that people want to be a part of.

Externalization

### Relationship

We pride ourselves in being responsive to our audience through personal communications and accountability. We create trust and support by responding in a timely, helpful manner, going out of our way to provide students and families with the information they need when they need it. We show our support for Bobcats through our actions.



### Culture

We value being a strong support system for all of our Bobcats and providing a safe, nurturing environment that we can all take pride in. We value the community and empower the individual.

Internalization

### Reflection

We have many different stakeholders that we need to reach in our communications. These include: staff members, parents/guardians/families, students, and community members. We want to provide all relevant information internally to our staff in an effort to be transparent and informative, while also providing our parents and families vital information about their child's education and school experience. With all of these groups, we want to showcase the amazing things happening inside the walls of our schools to create pride in our community amongst all stakeholders.

### Self Image

Our stakeholders take pride in doing what is best for all students, while creating a safe, educational environment that supports staff, students, and families. Our families want to believe they've made the best and right choice by sending their children to Brandywine Community Schools and our staff wants to feel supported by leadership and appreciated and respected by families and students. Students want to attend a school that provides them opportunities, supports their needs, allows fun and joy while fostering relationships, and keeps them safe. Our stakeholders want to feel accepted, included in a community, and proud.

# WHO WE ARE

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**The overwhelming majority of respondents agree that Brandywine represents *COMMUNITY*.**

Community connects back to our mission to provide a learning experience in an inclusive environment. It stands as a core element of our beliefs created through the strategic plan. Our beliefs value a culture of accountability on the individual's behalf for the betterment of the community. We work towards empowering our students to become a productive part of the global community.

## **Branding Statement:**

- Community rooted in tradition, empowering Bobcats for the future.

# BRAND VIBES

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**The overwhelming majority of respondents agree that Brandywine represents *COMMUNITY*.**

In all things, we should convey the idea of COMMUNITY PRIDE. Brandywine is unique in its size and heritage and we should lean into these aspects as we move forward. It is okay to be a “small school.” From the comments on the community survey, it is obvious that staff, parents, and students alike see Brandywine as a small, but mighty community, where they feel supported and a part of something special.

## **Slogans, Messaging, etc.**

- Engage, Educate, Empower.
- It's a Bobcat thing.
- Small school, big heart.
- Rooted in tradition, empowering the future.
- Don't get lost in the crowd.
- Once a Bobcat, Always a Bobcat.
- Small community, big heart.
- Brandywine isn't just a school district, it's a community.
- It's A Great Day to be a Bobcat

## **Hashtags**

- #itsabobcatthing
- #alwaysabobcat (currently used for alumni posts)
- #heartofabobcat
- #smallbutmighty

# NEXT STEPS

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- **Approve branding pyramid and branding prism content (Who needs to approve?)**
- **Decide on final Branding Statement, which will be an easy, recitable embodiment of who we are**
- **Design final branding guidelines\* for staff, including shared Google Drive folder with elements**
- **Present guidelines at Opening Day 2023**

\*Branding guidelines will include:

- Branding Statement
- Vision & Mission
- Beliefs
- Color hex codes
- Approved logos
- Approved font
- Email signatures
- Letterhead
- Powerpoint templates
- Nondiscrimination clause