**Branding Brief**

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| **Project** | Brand Development  |
| **Name** | Clare Dyble |
| **Brand**  | Easton and Otley College |
| **Product** | Further and Higher Education |

**Project Overview:**

Easton and Otley College is the result of a 2012 merger whereby Easton College in Norfolk and Otley College in Suffolk were merged to become one. This was a merging of equals and not a takeover, hence the name of the newly formed college. Little work on brand has been carried out since then.

The college appointed a new Principal approximately 18 months ago who has worked hard, with the Board of Governors to develop an overarching strategy, mission and vision for the college along with organisational values and behaviours. It is essential that we now take the opportunity to embed this into the college brand.

**Objective and Deliverables:**

The objective is to develop a full brand for Easton and Otley College and produce

1. Branding Bible which will include:

Research with key stakeholders

Overview of brand including history, vision and personality

Brand values

Enhanced logos and usage guidelines

Colours

Text and Tone of voice (Extremely important along with example do’s and don’ts, words we like and don’t like)

Imagery – specifications, style, examples

Fonts and typography

Letterhead and business card design

Design layouts and grids for print and web based projects (usable templates)

Prospectus replacement guidelines (Course fold out leaflets but fun and quirky)

Writing style and voice

Social Media guidelines

Visual examples for each rule including examples of proper and improper use for clarity

1. An alternative to the prospectus

Prospectus’ are expensive and are also out of date as soon as they are printed. However, to satisfy the need for customers to take something tangible away, we would like to have an alternative, cheaper option. This could be in the form of subject area leaflets for example.

**Supporting information**

The organisation already has a very clear idea of the desired brand identity. The strategy Canvas is presented using a visual aid of a tree, which is important in conveying the story (Supporting documentation attached).

In terms of identity, the college is a fun, quirky and positive place to work and study and it is important that message comes across in our branding.

Internal communications is just as important as external for the college. After a period of change, our brand should be something for our employees to believe in, embrace and share in. Consistency is key.

**Who are we:**

We are one of the UK’s top 10 independent colleges specialising in land-based studies. Our two campuses, near **Norwich and Ipswich**, include 600 acres of freehold land complete with a commercial working farm. We also have technical workshops, state of the art classrooms and excellent sports facilities. We offer our 5000 students an inspiring and innovative learning environment at the heart of the region’s agri-tech community.

**What do we do?**

Our team of 700 professionals nurture our students’ employability and life chances. They provide inspirational education and training in land-based skills and sustainable rural enterprise. Our courses include farming, estate management, conservation, horticulture, animal care and agri-tech. Our qualifications range from the vocational to degrees validated by the University of East Anglia. Our training includes learning real skills in a safe, supportive but real (not simulated) working environment. In short, **we make learning work**.

**Why do we do it?**

Our Mission is to improve the employability of our students by providing inspirational education and training in rural enterprise. This will help them fulfil their individual potential and contribute to society’s sustainable future. It will also meet the needs of rural businesses in the East of England for skilled and motivated people.

Our priority is the personal development and welfare of **our students and our employees**. We aim to equip all of them with the knowledge, skills and motivation to succeed

**Where are we going?**

The future of land-based industries is high-tech, high skilled and highly rewarding. For our students to succeed we must **LEAD** in our field – be **L**earner focused, **E**nterprising, **A**spiring and **D**ynamic. It requires us to diversify our income and increase turnover to £30m by 2020. To achieve that, we have set three **strategic priorities**:

1. Provide effective and flexible (level 3-6) training in technical and professional land-based disciplines
2. Grow our customised apprenticeship offering to meet the needs of students and local businesses
3. Offer flexible Continual Professional Development courses for local rural businesses.

**Current Perception**

Perceptions vary depending on the level of engagement people have had from the college. Many do not know who we are. Those who do may refer to us as a farming college or in some cases a sports college. However, for the Otley campus in particular, the perception is that it is a college you go to if you don’t get in anywhere else.

**Desired Perception:**

We want to be perceived as a fun college that provides an experience, not just a qualification. We want to be recognised for quality, technical ability but also action, not just sitting in a classroom.

**Competitors:**

School 6th Forms

City College Norwich

Great Yarmouth College

College of West Anglia

West Suffolk College

Lowestoft College

Paston

East Norfolk 6th Form

Suffolk New College

Lowestoft 6th Form

**What do we want to achieve?**

In terms of the project, we want to achieve a fun, quirky, action centred brand with clear branding rules that can be embraced by the whole organisation. From this we will want to build digital campaigns, along with outdoor and print.

**Target Audiences:**

**Under 15s –** Those who may not have started to think about their next step in education – we need to generate interest and engagement with this group so that they are already invested in the brand as they come to an age where they need to make a decision.

**15-18s** – School Leavers – we need to engage actively with this group and support their decision making. We need to get the message to them that we are great at what we do, we are more accessible (transport) than they may think, and we have top class facilities and provide an experience that others can’t.

**19+** Those that may be returning to education or changing career – we need to ensure this group is aware of what the college has to offer in terms of full and part time courses, where that can lead them. We also need to be clear on finance.

**Employers –** We are providing the future workforce for our employers and also provide apprenticeships. We need to ensure they understand that we are forward thinking, that we have the technology of the future and are teaching our students how to embrace changing industries.

**Parents –** Parents are key in decision making and for most, have a perception of traditional education pathways (GCSE’s, A levels, University). We need to demonstrate that vocational education is a real option, with real progression into employment or higher education either with us, at university or through a higher apprenticeship.

**Current Brand –** We have a college logo which we would like to be enhanced with a visual of a tree. However, we do not want to completely change the logo as we have invested heavily in branded clothing for our staff and various other material. Therefore the logo needs to evolve.