

Juniper

Branding Portfolio

Experts in creating educational branding

Brand Strategy

Full Branding Packages

Logo Redesign

Logo Refresh

Brand Guidelines

Tailored Solutions

Strong brand identity and positioning is crucial to any successful organisation and is often the ideal starting point for a new school or trust website project. We understand that a unique brand can create differentiation from your competitors and build emotional bonds with your stakeholders, which is why our experts will work with you to create and establish your brand identity whilst ensuring your new designs stand out from a crowd.

Case Studies

01. Brunel School

Branding, Stationery and Marketing

02. Magdalen Court

Branding, Stationery and Marketing

03. Wembley Manor

Branding, Stationery and Marketing

04. ISCA Academy

Branding, Stationery and Marketing

Our Process



How We Work

At Juniper, logo design is more than just a shape or a distinct image. Our team of designers approaches logo design with careful thought, consideration, research, creativity, and patience. Our ultimate objective is to deliver a final product that genuinely captures the spirit of your school or trust.



1. Creative Consultation

During the initial stage, we will schedule an appointment for you with one of our Designers and Project Coordinator to conduct a design consultation. This consultation will involve a thorough exploration of your school's history, values, goals, and target audience. Once we have gathered all the intricate details, we will proceed with the brainstorming phase to develop innovative concepts that effectively represent your school identity.



2. Sketching & Conceptualising

We're not going to get this right on the first try. nobody does..

At Juniper, we excel at crafting impactful logos. This is the phase where our extensive research and abstract concepts transform into tangible visuals, which is an exciting process. After multiple rounds of sketching, we polish and bring our concepts to life. To conclude, we conduct a final review of the overall business objectives of your school to make sure the logo truly embodies the brand.



3. Unveiling

In this final phase, we will schedule a follow-up meeting for you to meet with your Designer and Project Coordinator and showcase your logo. During this meeting, you will be presented with the final concepts that display the logos in various contexts, enabling you to visualise the brand identity clearly. Additionally, you will have the opportunity to give feedback and suggest any necessary modifications during this session. Once we agree on the concept, we will provide you with the appropriate files and offer any further assistance needed.



Combination mark

Brunel School

Brunel

Growth. Success

Logo



Brunel School

Brand Identity design

Stationary

Marketing

We helped create a brand identity for Brunel School. A specialist provision for learners aged 11 to 16-years-old whose needs cannot be met within a mainstream environment.

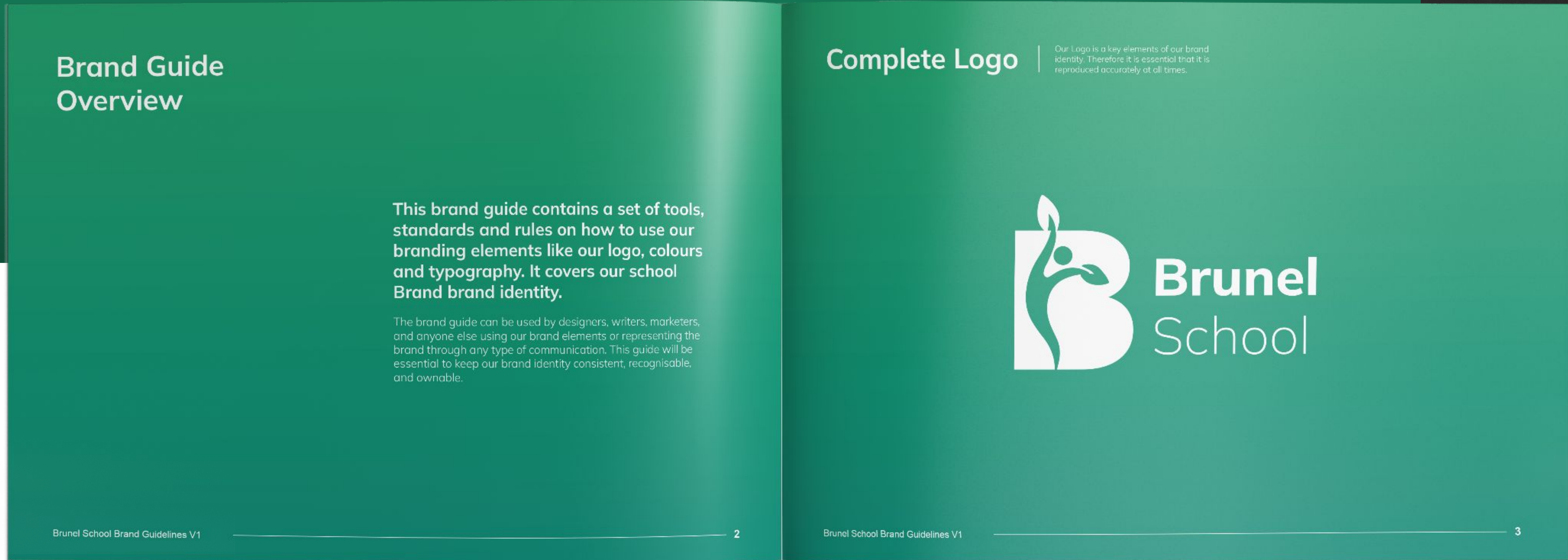
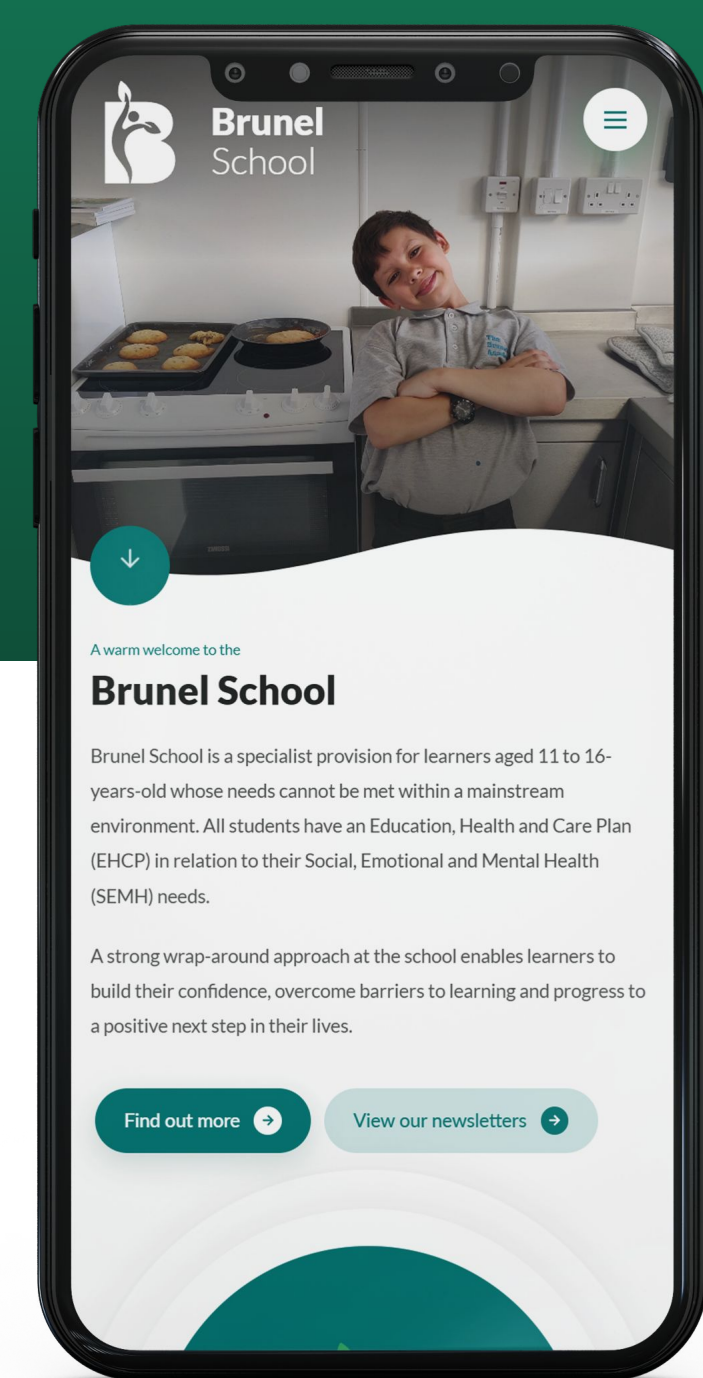
Situated in the coastal town of Paignton, within the Torbay area, this educational institution sought a brand identity that would embody its rich history and close-knit community. The logo needed to evoke feelings of Trust, Love, and Success, symbolising the school's dedication to fostering growth and achievement. Furthermore, The logo ought to represent Restoration and Refreshment, reflecting the school's commitment to revitalising its educational methods.



Brunel School



Brunel School





Pictorial mark

Book, Outdoor

Sea, Devon

Believe, Achieve

Logo



Magdalen Court

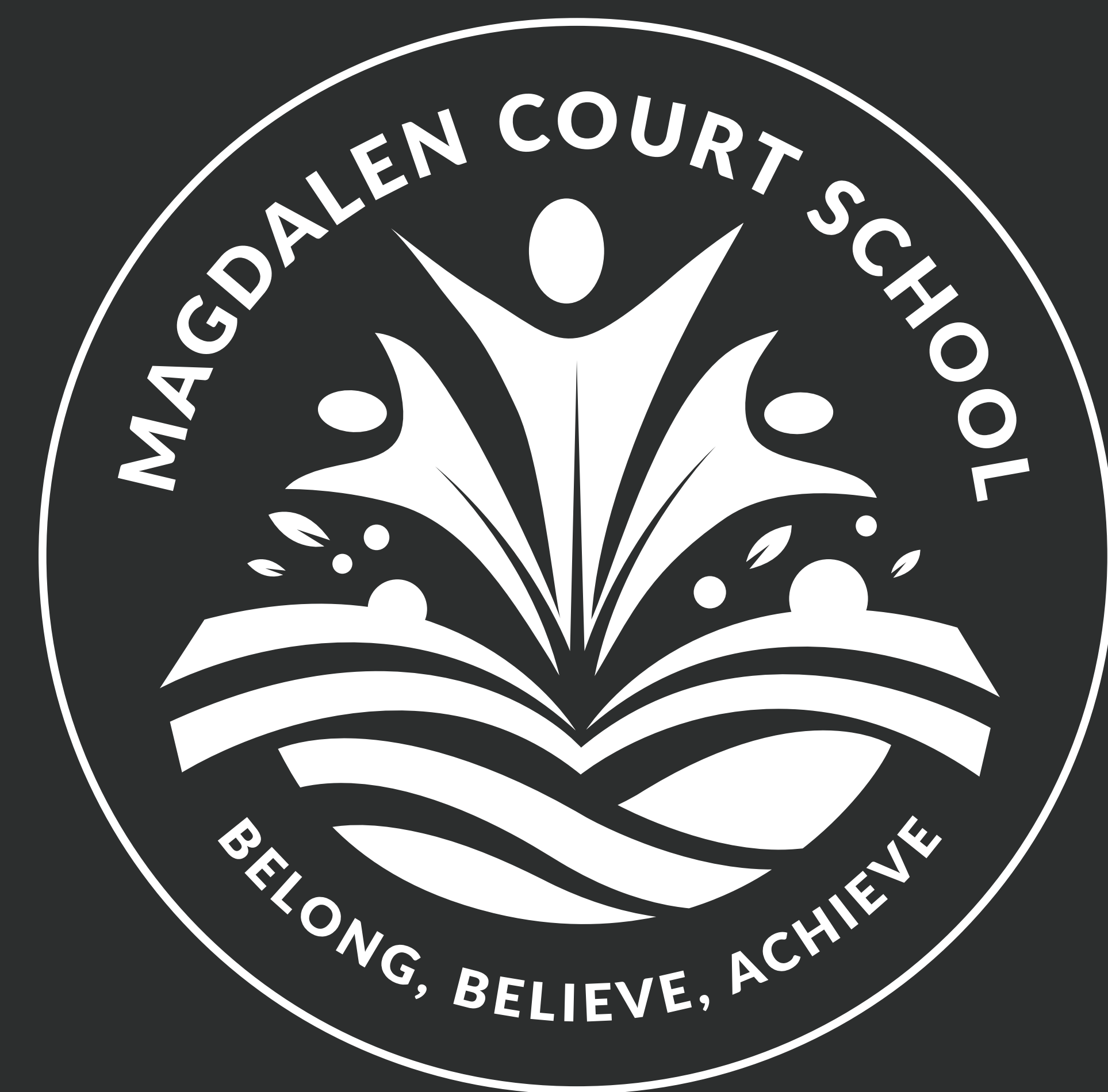
Brand Identity design

Stationary

Marketing

Magdalen Court School is a Special School that caters for nearly 70 students aged 7-18. The School provides education and care for pupils with SEMH needs presenting as high-level anxiety school refusal.

Having moved from independent mainstream school to SEN school, Magdalen Court wanted a new brand identity to represent their new students. With a strong focus on Accreditations, independent living, Outdoor education, PE, almost bespoke curriculum, flexibility. The school was in search of a contemporary and captivating emblem that embodies their child-focused and caring principles, incorporating aspects of nature, recreation, ocean, shorelines, and highlands.







Wembley Manor

Love • Learn • Laugh

Lettermark

Stadium Arch



+

Wembley



+

Manor



=

Logo



Wembley Manor

Brand Identity design

Stationary

Marketing

Wembley Manor is a large special school located in the London Borough of Brent and is part of The Rise Partnership Trust. Known for excellence, great learning, great employment opportunities; very aspirational for all pupils and their families. Wembley Manor has almost 220 incredible pupils on roll, from Reception to Key Stage 3.

Situated in Wembley, the school sought to draw inspiration from the iconic Wembley Stadium Arch, a symbol of grandeur and achievement. Our team successfully created a logo that captures the essence of teamwork by merging the letters W and M, while also depicting the forestay and backstay cables that uphold the stadium arch. The logo has a friendly and professional feel, creating a warm atmosphere that seamlessly blends with the trust logo, while the gradient and segments symbolise the journey that students go through during their academic experience.



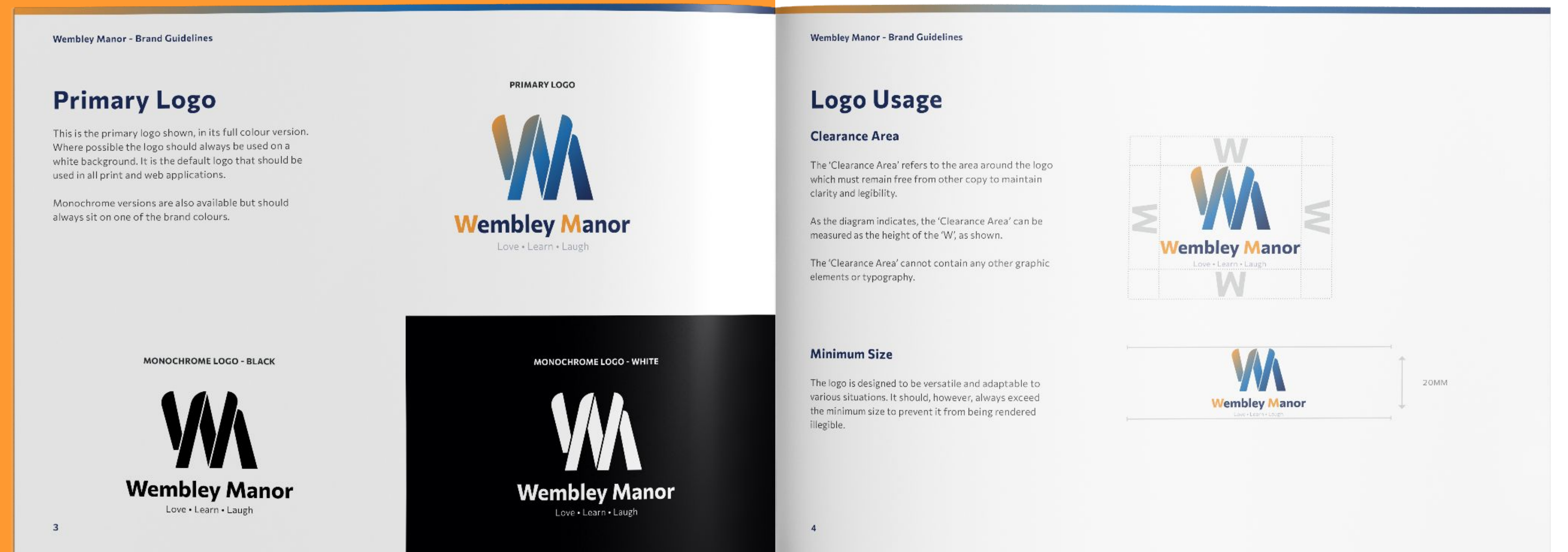
Wembley Manor

Love • Learn • Laugh



Wembley Manor

Love • Learn • Laugh





Abstrack mark

Triumphant

4 Values

Excellence

Logo



+



+



=



ISCA Academy

Brand Identity design

Stationary

Marketing

We have contributed to the establishment of a fresh identity for ISCA. This academy takes great pride in fostering a diverse and dynamic student community, while remaining dedicated to providing inclusive education and equal opportunities for all learners.

Historically branded as most inclusive school in Exeter with high proportion of special needs children. The school were now looking to shift the focus away from this in favour of cultural capital development.

Motivated by their Vision 2027 to become a beacon of national excellence, a remarkable educational establishment that fosters well-rounded individuals. ISCA needed a logo that represented the school 4 values and mission statement which is to INSIPRE, celebrate their SUCCESS, CARE about its community, have AMBITION for every child (ISCA).





Logo Redesign

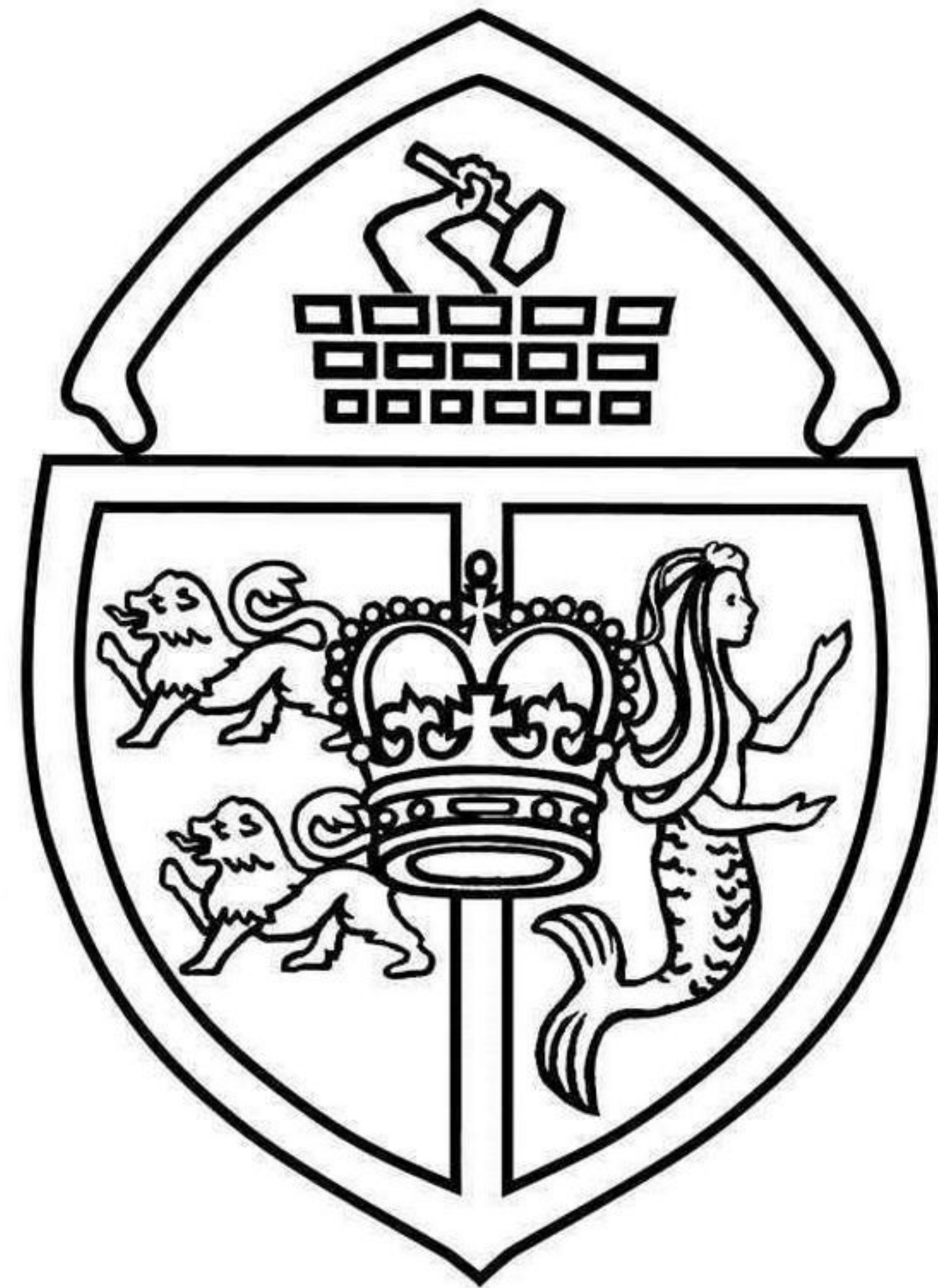
In order to stay relevant, it is imperative for your brand to adapt and evolve due to the ever-increasing competition. This modernisation of your logo can offer several benefits, such as distancing your brand from negative perceptions, setting it apart from competitors, and improving stakeholder engagement and brand image.

Our proficient school branding designer will consult with you to comprehend your requirements, and present you with a range of design concepts and ideas. Based on your feedback and preferences, we will refine the design to create a unique and exceptional logo for your school or trust.

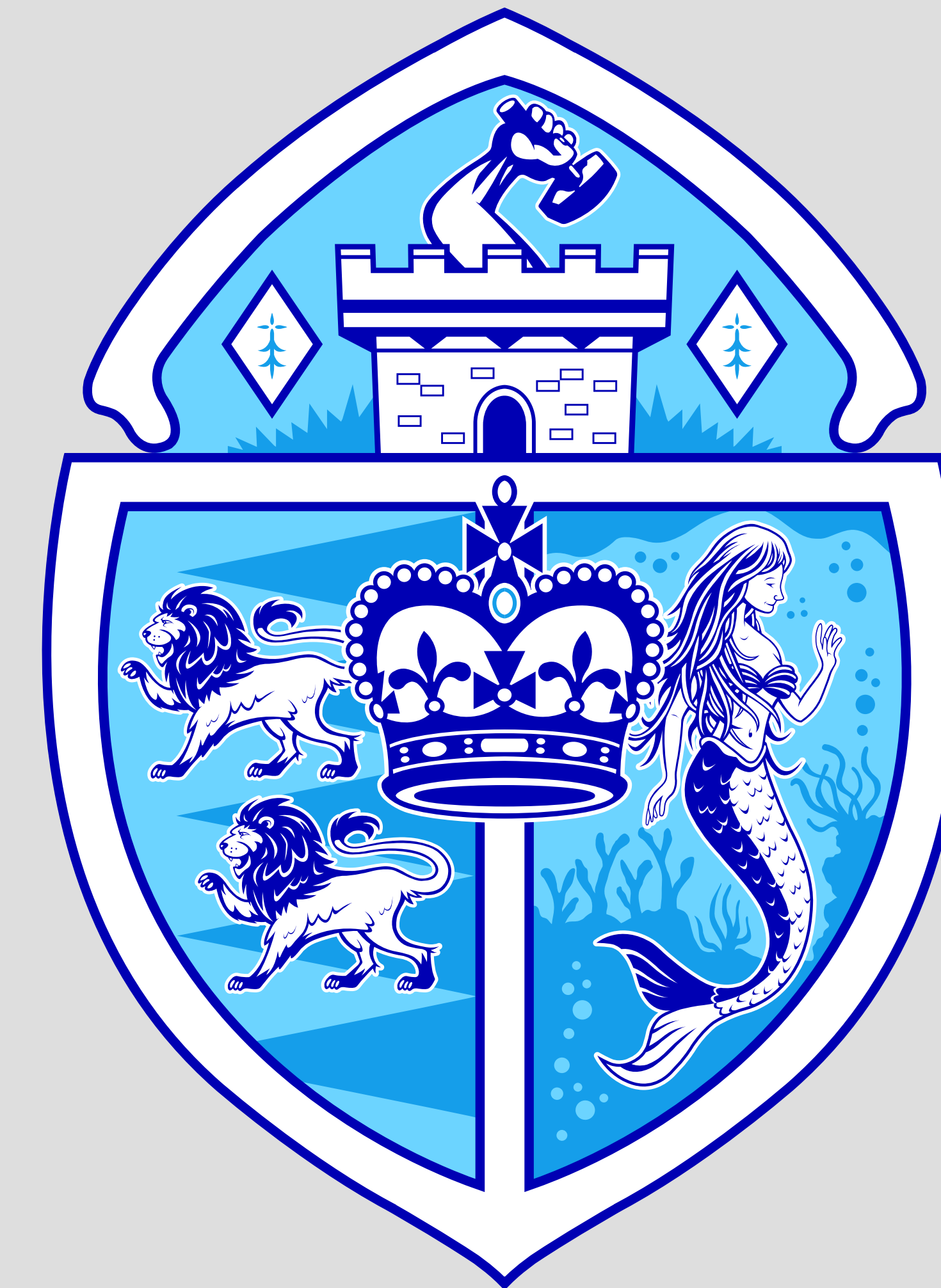
Case Studies

01. Yenton Primary School

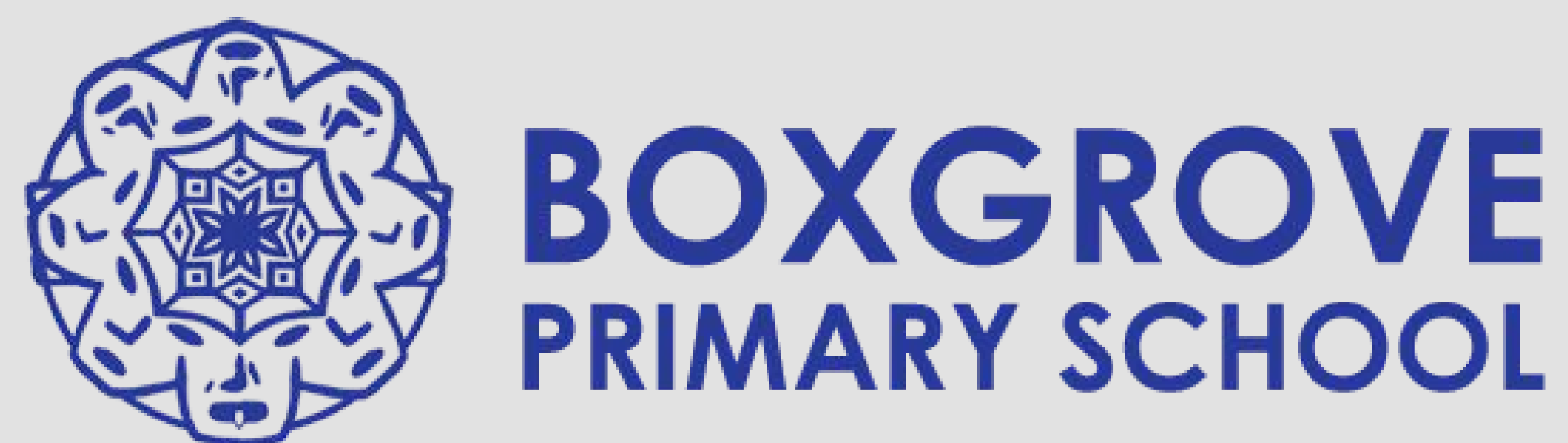
02. Boxgrove Primary School



Before



After



Before



After

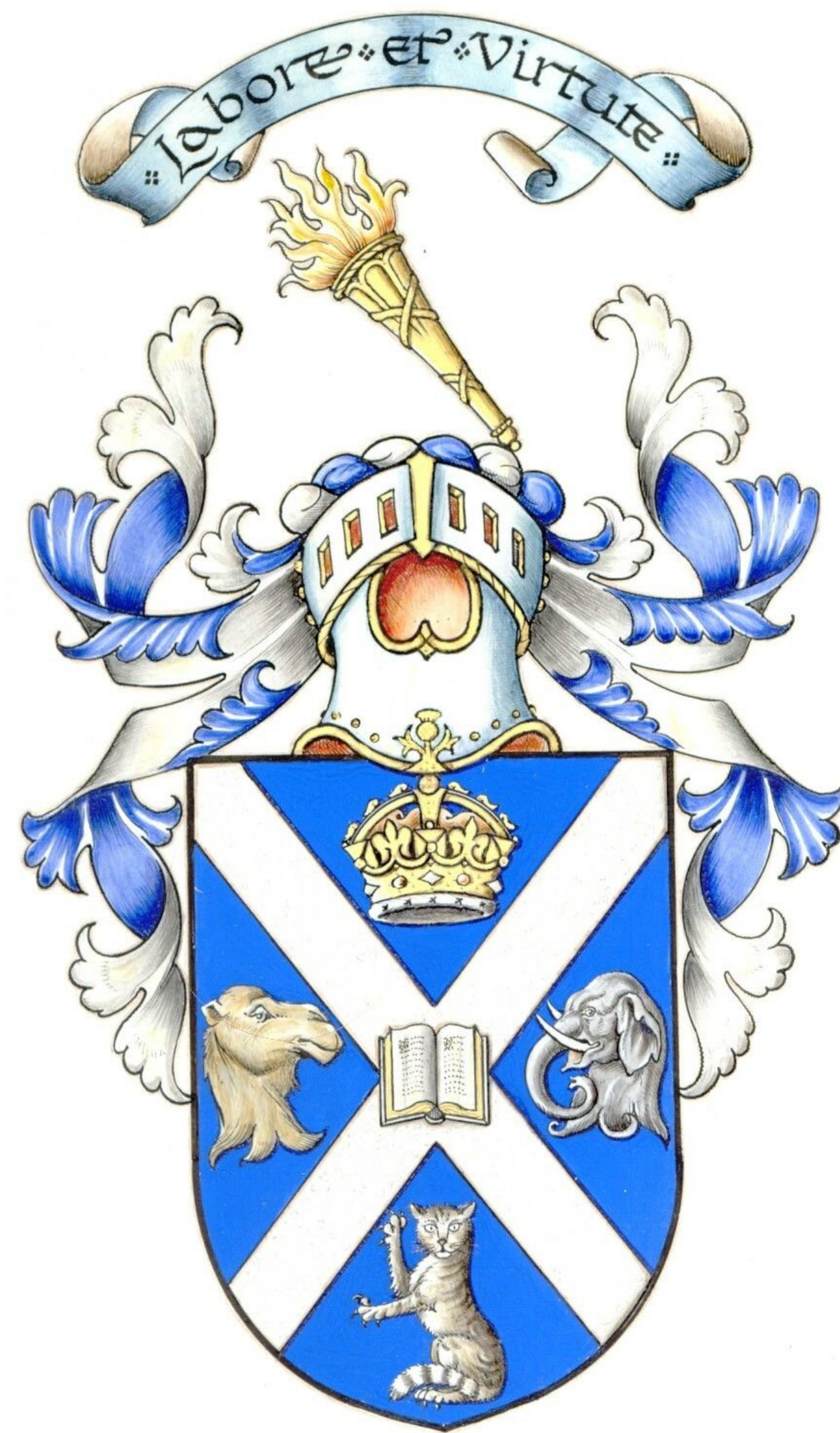
Logo Refresh

A redraw of your existing logo into a professional high-quality format. If you already have a school or trust logo that you love but it's a low-quality or very small in size, we can redraw and recreate the asset using the latest design technology. This usually involves tasks such as modifying your color scheme, refining your typography, altering or devising your slogan, and/or rearranging the design of your logo. Afterwards, we will provide you with high-quality logo files that can be used for both online and offline purposes, based on your requirements.

Case Studies

01. Inverness Royal Academy

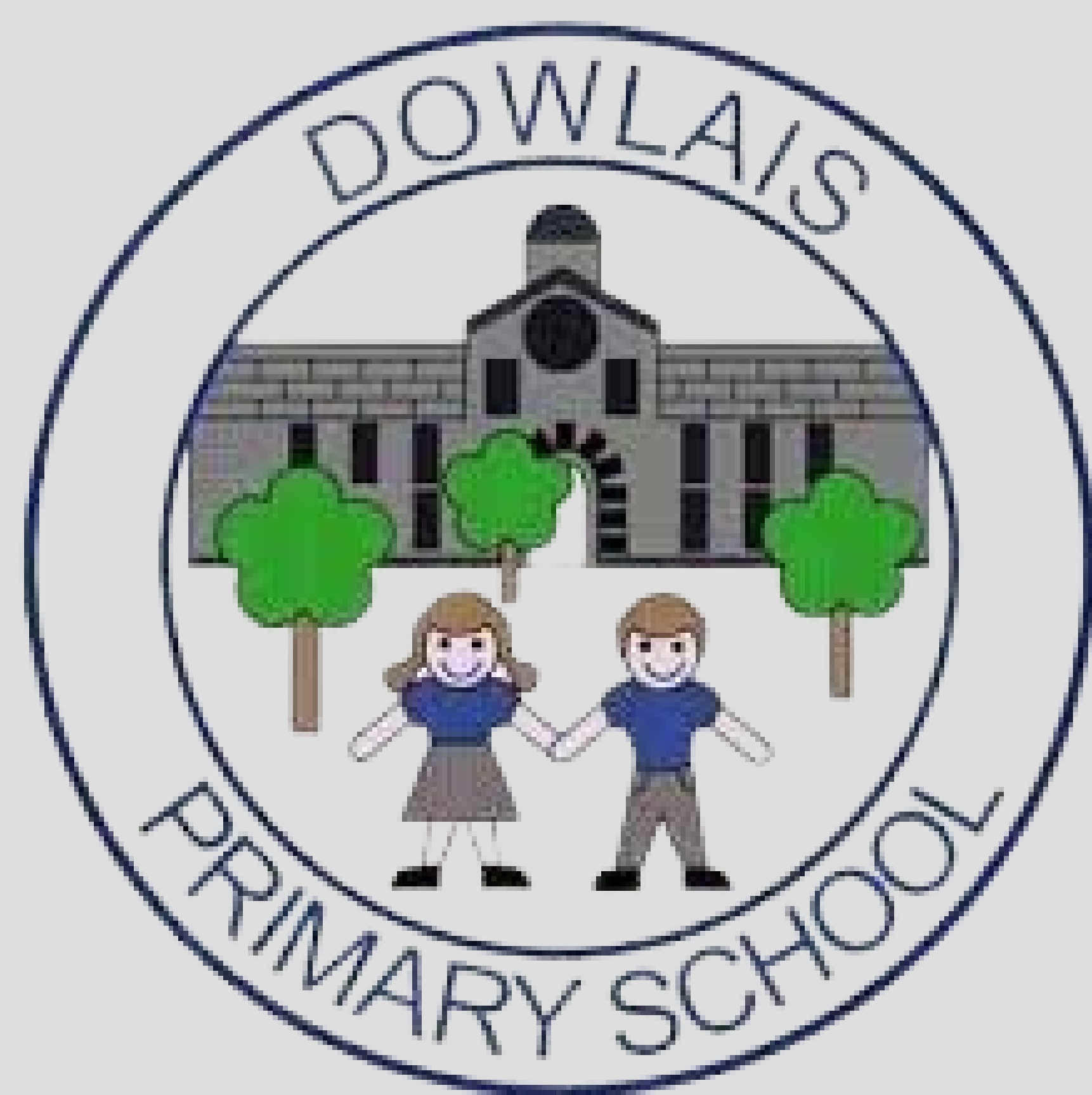
02. Dowlais Primary School



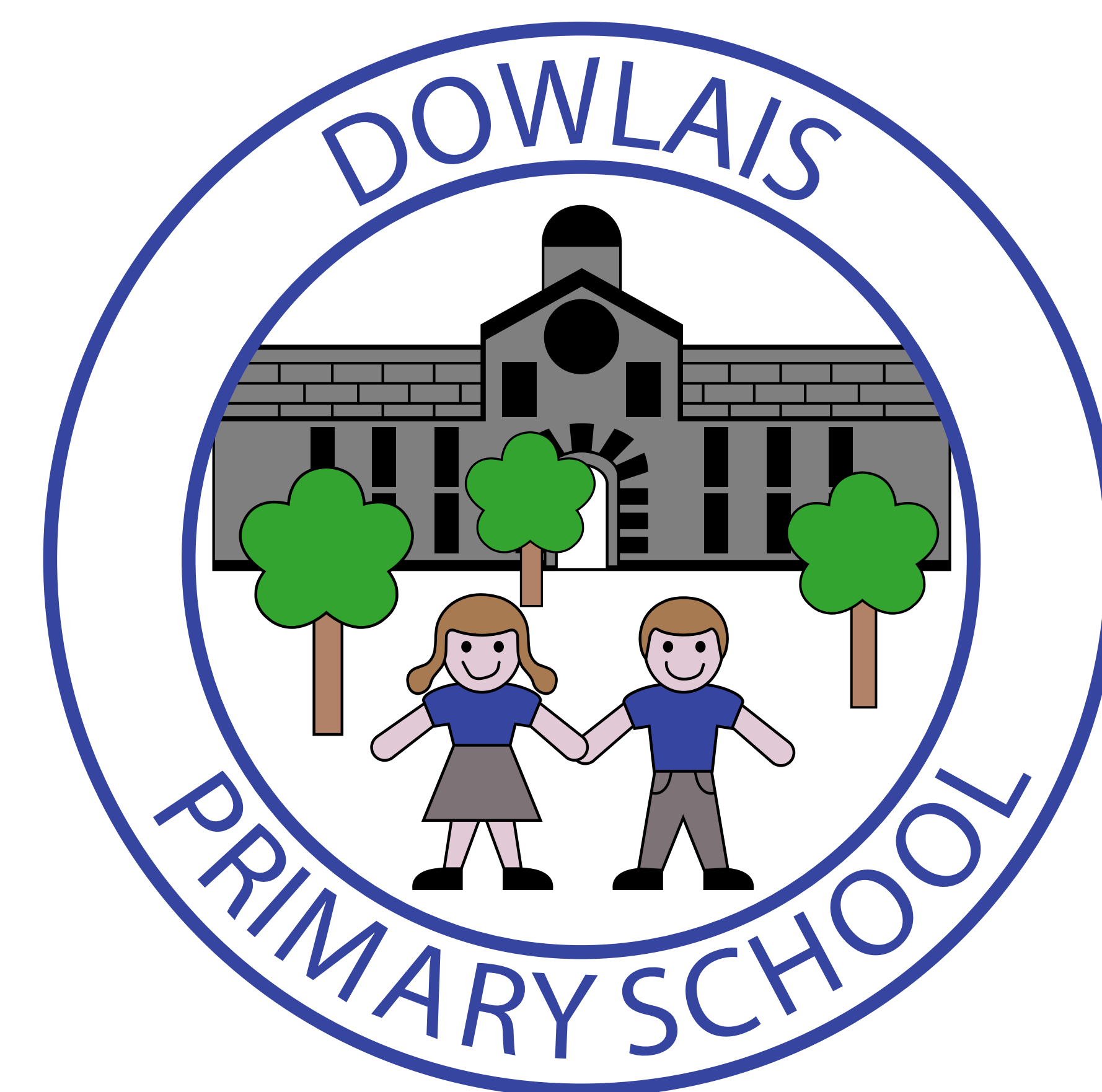
Before



After



Before



After

Get in touch with our team today!

Let's Chat Soon!