

Transforming your school,



**HORIZON SCIENCE ACADEMY BELMONT**  
CHARTER SCHOOL



**CHICAGO MATH & SCIENCE ACADEMY**  
CHARTER SCHOOL



**GOETHE ELEMENTARY**  
CHICAGO PUBLIC SCHOOLS



**FAIRVIEW ELEMENTARY**  
SKOKIE SCHOOL DISTRICT 72

...one wall at a time.



We partner with you to illustrate your voice, no matter where you are at on your branding journey.

Schools sometimes have an organized “brand guide”, with fonts and pantone colors and logos. More often than not, they don’t. The logo that one administration used may have been clipped and photocopied

so many times, it’s a mere suggestion painted on the gym floor 20 years ago. That’s ok. Let’s be honest, keeping your eye on the prize of developing the leaders of tomorrow is a little more important than your school colors.

That’s where we come in. We can be your brand police if you’ve got it all together, or put together those guidelines for you for all your future marketing endeavors- and because we’re printers AND designers, we know how to organize your brand information into a practical guide (*read: not complicated*) for consistency and growth.



let’s talk branding





School graphics typically focus on several key areas that create a space that is not only brand-appropriate, but safe, inviting, and do a fair amount of marketing for you. We'll use the following pages to illustrate these areas. Not all points of "school spirit" manifest in all schools (as every building has it's unique set of opportunities).

Our goal is to successfully guide the student, parent, and staff through the school building safely and with intention in the following ways:

graphics

1. WELCOME/ENTRY GRAPHICS
2. DOORS
3. HALLWAY GRAPHICS
4. SPIRIT GRAPHICS
5. SCHOOL HISTORY
6. SAFETY GLASS FILM/ PRIVACY FILM

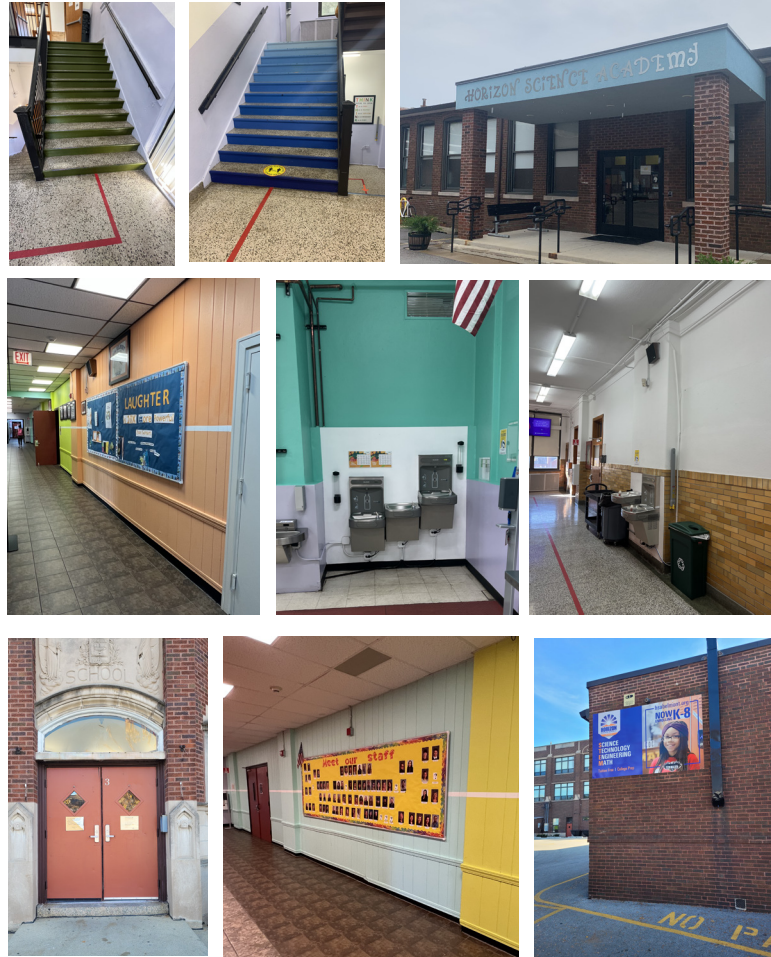
signage

7. LARGE FORMAT BUILDING SIGNAGE
8. CAMPUS WAYFINDING
9. INTERNAL WAYFINDING
10. ADA/ ROOM SIGNAGE/ SAFETY SIGNAGE

# environmental graphics guide



## BEFORE



## DURING



## AFTER

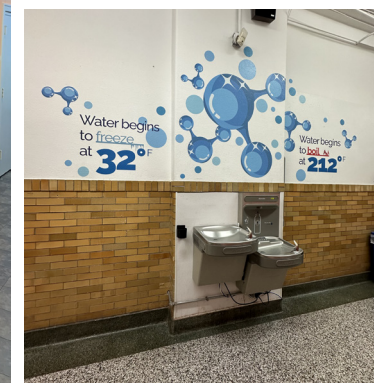


PHASE 1 | EXTERIOR IMPROVEMENTS



PHASE 2 | INTERIOR IMPROVEMENTS

Spread out over 2 phases, the HSA Belmont Campus gave themselves an instant face-lift with exterior touches and key “welcome” and spirit locations at the interior.



# HORIZON SCIENCE ACADEMY BELMONT | CHARTER SCHOOL



## BEFORE



## AFTER



PHASE 1 | EXTERIOR IMPROVEMENTS



With the acquisition of a new building, HSA Belmont was in a race to be ready for the upcoming school year. We prioritized the exterior signage and doors and followed up with some interior touches after the school year began.



PHASE 2 | INTERIOR IMPROVEMENTS

## DURING



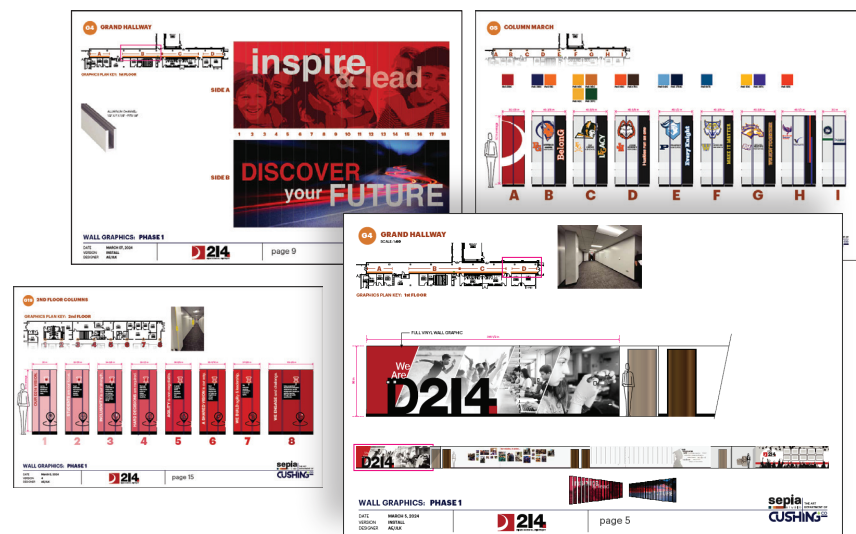
# HORIZON SCIENCE ACADEMY BELMONT HIGH | CHARTER SCHOOL



## BEFORE



## DURING



## AFTER



School District 214's administrative offices are a part of a large campus that shares it's space with high school programs. Tackling the corridors and entry spaces that faculty and students use, we created bright, energetic, and encouraging messaging for this previous "vanilla box" building.



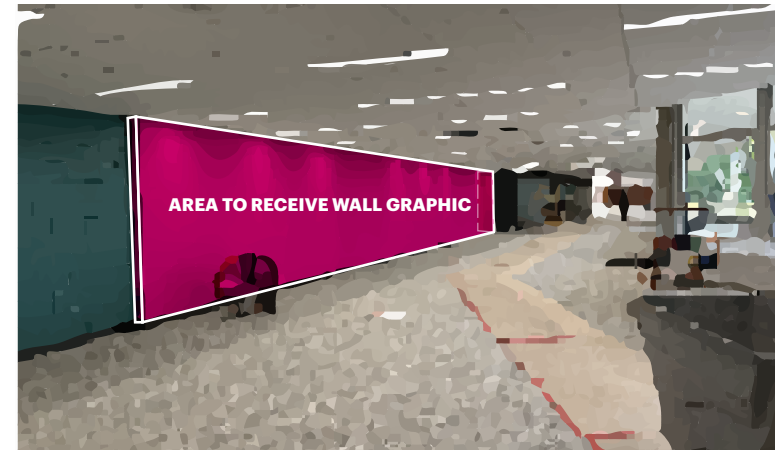
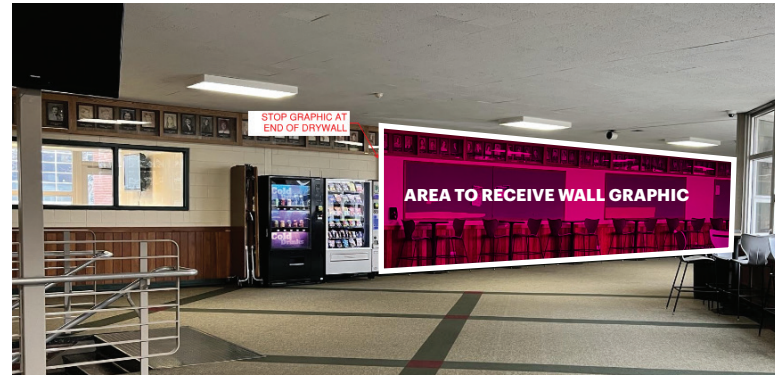
PHASE 1 | STUDENT-FACING SPACES

Phase 2 is scheduled to complete late summer of 2025 and will focus on the administrative staff, and their mission and values.

# SCHOOL DISTRICT 214 ADMINISTRATIVE WING



BEFORE



DURING



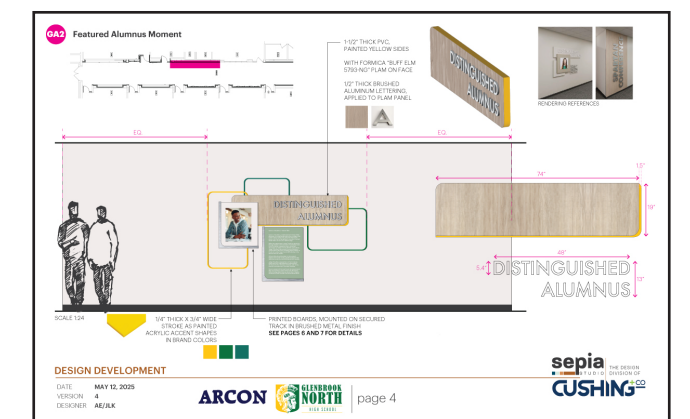
AFTER



PHASE 1 | STUDENT SPIRIT CORRIDOR

Glenbrook North High School is upgrading their campus building in phases as part of a larger capital improvement plan. Phase 1 focused on a Student Services corridor, upgrading the space to embody school spirit as well as modernizing the architecture and decor.

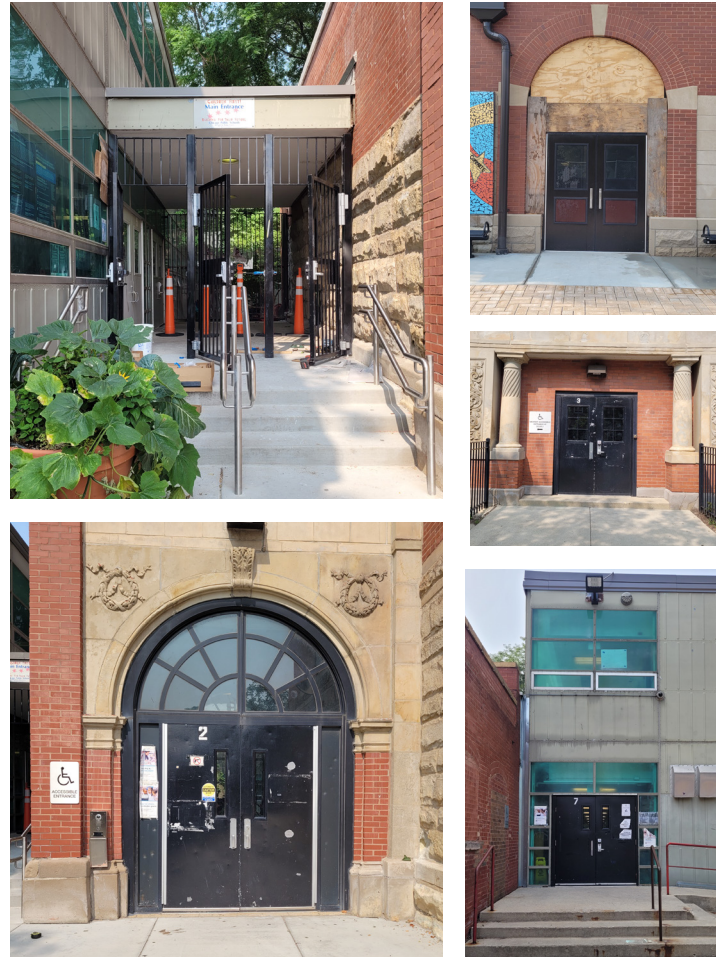
Phase 2 is scheduled to complete late summer of 2025 and will include an additional corridor design highlighting teacher and alumni leaders.



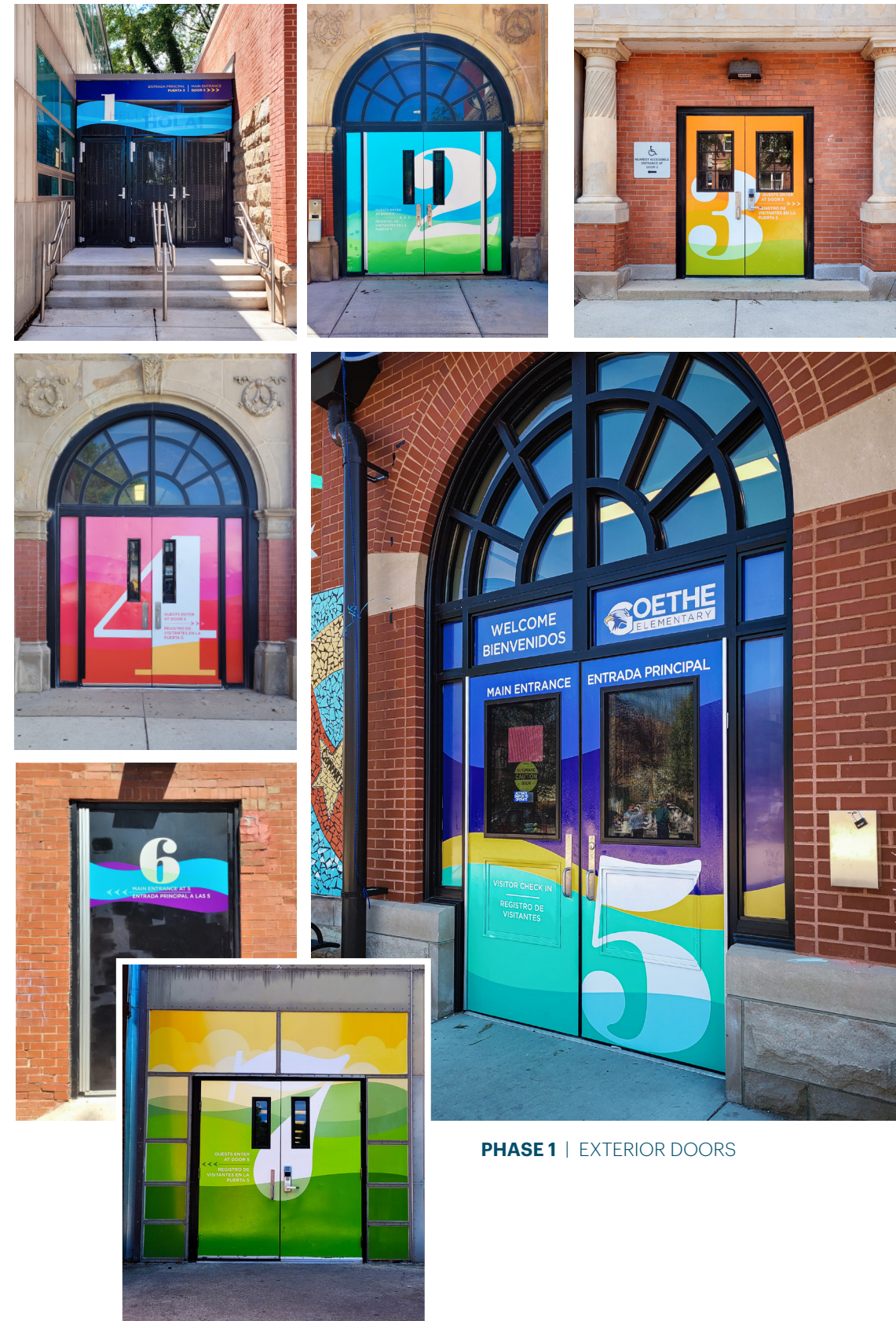
# GLENBROOK NORTH HIGH SCHOOL



BEFORE



AFTER

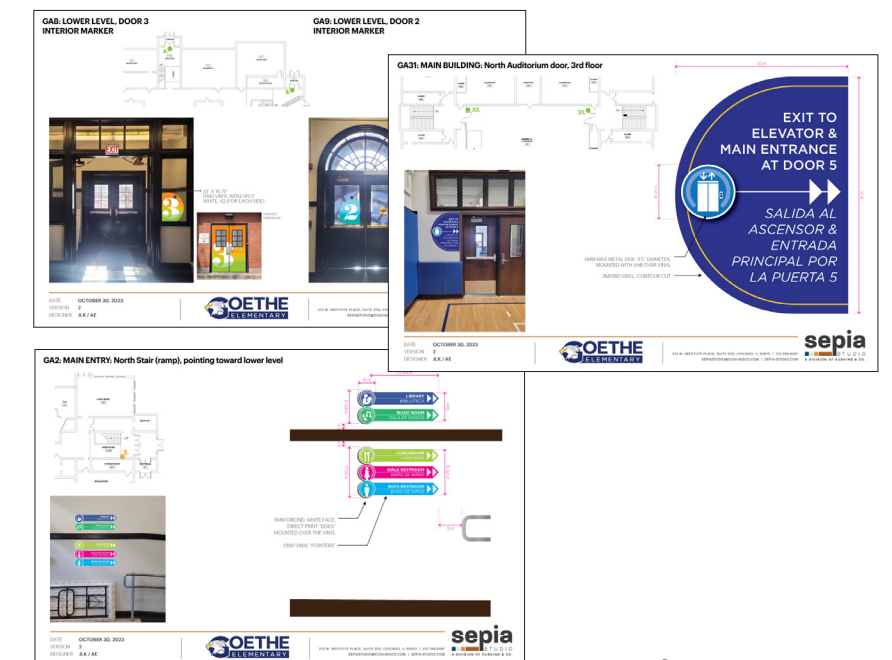
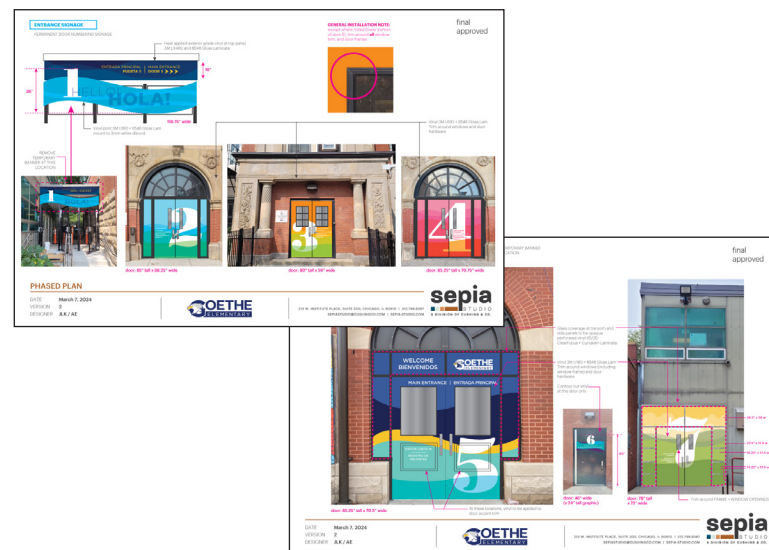


PHASE 1 | EXTERIOR DOORS

Goethe Elementary's new principal and Parent Fundraising group recognized that bright and visible building improvements can be a great recruiting tool in a competitive student registration market. With the desire to improve on kindergarten registration numbers, together with a multi-tiered plan, the first step was to invest in door graphics- coinciding with a large capital campaign for a massive playground and turf field renovation. Completed in 2023, the 2024/25 school year found that kindergarten registration had elevated to a waiting list.

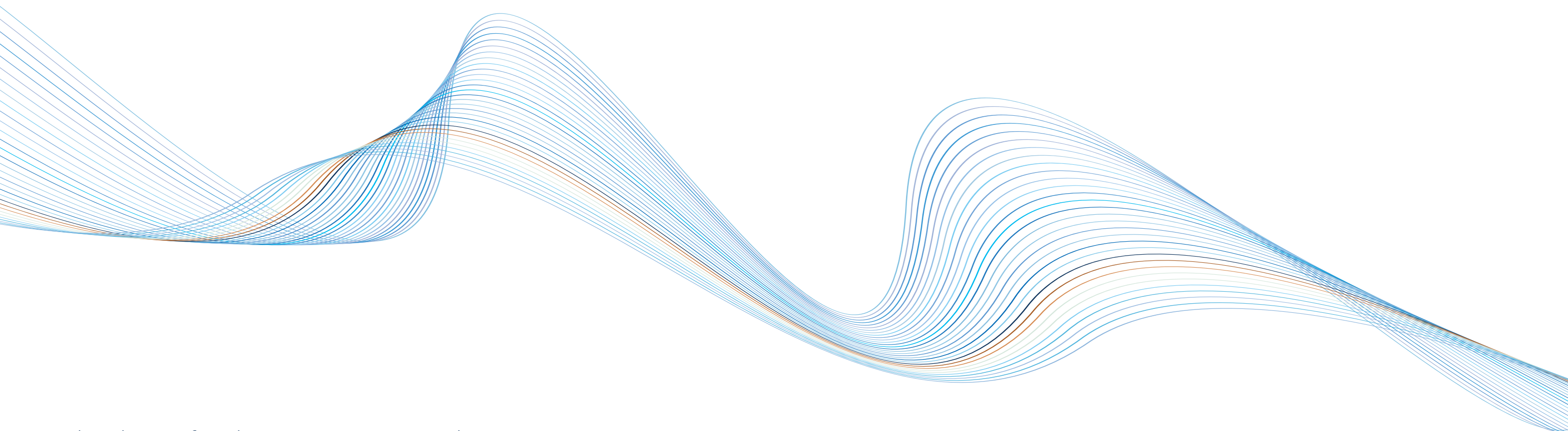
Phase 2 is scheduled to complete late summer of 2025 and will include a complete interior wayfinding package.

DURING



GOETHE ELEMENTARY





Thank you for the opportunity to share our Education Environmental Graphics examples with you. We are proud of every one and hope they inspire your next environmental graphics project... we're ready when you are!