

Building a strong brand is key to forming a presence in your community. Once you've identified your key attributes, you'll want to make sure your after school program delivers on your brand promise. Here are some simple strategies that can help:

## Create a high quality logo



A logo isn't just a graphic. It's a symbol of your brand and helps solidify your connection with families. Play up your brand's personality and make sure your logo is consistent, memorable and scalable for growth!

## Integrate your brand into your program



Incorporate your brand personality into your phone greeting, employee dress code, email signatures, and all other touchpoints. These small details will be appreciated by parents and will make your brand that much more memorable!

## Convey value through testimonials



Happy customers can be a powerful tool to help build your brand presence.

Because of the strong influence of social media on today's parents, word of mouth marketing is now more important than ever. Share success stories from parents and their child to really elevate your brand!

## Be consistent



Consistency and reliability is important when establishing trust with parents. Infuse the "voice" of your brand into imagery, colors, your logo, fonts, and typography. Make sure you maintain the same tone and branding throughout all content.