



## **The Brookwood Brand**

### Frequently Asked Questions (FAQs)

#### **What's branding?**

Branding is the process of determining what we want our reputation to be. Our leadership team and Board of Trustees felt it was strategically important for our community—our employees, our families, prospective families, and our North Shore community—to know and appreciate what makes a Brookwood education so special and distinct. A strong brand clarifies and articulates our strengths.

#### **Why did we decide to work on our brand?**

We've long been the North Shore's trailblazer for best practices in teaching and learning. We have many programs that illustrate our best practices and highlight our excellent student outcomes. However, we want a clear, concise and compelling way to share the benefits of a Brookwood education. With a unified brand, we can clearly and succinctly communicate that Brookwood is the best place to become the best you.

#### **What have we done so far?**

We've spent the last ten months working to strengthen and clarify our brand. Our collaborative process has involved members of our faculty, staff, leadership team, Board of Trustees, parents and alumni. We've updated our visual identity and improved the way we talk about Brookwood. We've developed a set of messages that will help communicate that Brookwood is the place where kids are nurtured and challenged to develop into their best selves and are ready for what's next. You'll begin to see our updated logo and messages integrated into all of our communications online, in person, and on campus starting in August.

#### **Do we have an "elevator pitch" that helps us share what's most important about Brookwood?**

Yes! We want people to know that Brookwood is the best place to become the best you, and so, the following statement provides high-level information about our vision and why we are needed:

At Brookwood, kids come first—not the test, not trophies, not to-do lists. We know how kids learn best. Every day, we use our expertise to challenge kids intellectually and ensure they feel valued so they can grow into their best selves. Because when kids skip down hallways, learn with curiosity, think deeply, and take risks, they confidently walk into whatever's next.

#### **Has anything changed about our mission or values?**

No. Nothing about Brookwood's mission has changed. Brookwood will continue to be a warm, child-centered community of exuberant learners with an extraordinary commitment to both the development of the mind and the development of the self. Our Mission in Practice remains: **I Communicate** respectfully, directly, and clearly. **I Collaborate** at school and in the world. **I Think** critically, creatively, and globally. **I Honor** differences and diverse perspectives. **I Take Risks** and when I struggle or fail, I grow more resilient. **I Take Responsibility** for myself, the care of others, and my environment.

### **What's the difference between the brand and the strategic plan?**

The brand is a foundation for communications—how we look, how we sound, what we say – that helps build and maintain a strong reputation for our school. A strategic plan helps to identify and articulate key strategic focus areas for a school and serves as a roadmap for change for the next three to five years. Brookwood has been in the process of defining our next strategic plan, which will then enable us to share our vision for the future and act with confidence in accordance with the school's mission.

### **We have an updated logo! What does our new visual identity represent?**

Our logo brings to life our core promise that Brookwood is the best place to become the best you. By updating the heron that has always been a part of Brookwood's identity, we stay true to our roots, and also better reflect our personality and values. The symbol of the heron celebrates much of what makes Brookwood distinct: the heron's ability to thrive in many environments—on land, in water, and in the air—symbolizes the excellence of the Brookwood experience and how we nurture and challenge the intellectual, social-emotional, and physical development of our students. The blue wing suggests flight, which is a beautiful metaphor for risk-taking and trying new things. The use of a second color adds a breath of fresh air and is a nod to our sense of place, near the ocean and midst an abundant, natural landscape. The reeds and the blue horizontal line, signifying Cutler Pond, are unique to our campus environment, and make the heron feel grounded. The logo is comprised of bold shapes that come together to visually create a joyful and engaging whole. The individual pieces are evocative of our diverse community and reinforce our shared beliefs in building community and forging strong relationships. Our logo exudes our happy and optimistic personality, and it represents that we put kids first at Brookwood.

### **I have tee-shirts, ties, etc. that feature the original logo and our athletic "B" symbol. Can I still use them?**

Yes! Please enjoy using attire and other gear that features the original logo. We are proud of the school's history, and recognize that the original logo was in place for 62 years. The athletic "B" and the varsity-style font used for uniforms and spirit wear will remain the same, so you can continue to wear and use those items as well. We will add new merchandise with the updated logo to the school store this fall.

### **What about bumper magnets?**

We have new bumper magnets featuring the updated logo. All currently enrolled families will receive two magnets in their back-to-school orientation packet. Complimentary magnets will be available at the front desk and in the admissions office so you can proudly represent Brookwood.

### **I see the original logo still appears on a few items. When will these be updated?**

The rollout of the updated brand will be phased, so you will continue to see the original logo during this transition. Some items, such as memorial plaques and historical artifacts, will remain as-is in recognition of the 62-year history of our original logo. Other items, such as parking stickers and account statements, will be updated when our current stock is depleted so as to utilize our funding responsibly.

### **What's next?**

On the first day of school, our updated logo will officially launch! We are excited to share the results of our branding work with members of our community, and look forward to working together as ambassadors on behalf of the school to proudly trumpet that Brookwood is the best place to become the best you.