

MARBURN ACADEMY

ACADEMY BUILDING
NEW ALBANY, OH

BRANDING CASE STUDY
EDUCATION



Property of Continental Office™



OVERVIEW

Marburn Academy is an independent day school and a visionary leader in the education of bright students with learning differences, such as dyslexia and attention difficulties. Marburn wanted to create a new space where students would feel encouraged, inspired, and comfortable.

This four-year project, from initial budgeting to move-in, accomplished Marburn's objectives. The state-of-the-art facility showcases the school's new brand throughout the space.

DESIGN

The designs at Marburn Academy are bold, colorful and purposeful, reinforcing the school's pride. Marburn's wayfinding divides the school into different colored wings, making it intuitive to get around.





At Marburn Academy,
we celebrate students
who learn differently,
empowering them to
awaken their potential, to
achieve success in
school and life, and to
affect positive change
in our communities.



CONSISTENCY

Similar brand moments assist in the identification of the different wings and pulls the way finding system together.



DETAIL

Attention to detail and clean, timeless graphic solutions help elevate the look and feel of the academy.



VISUAL

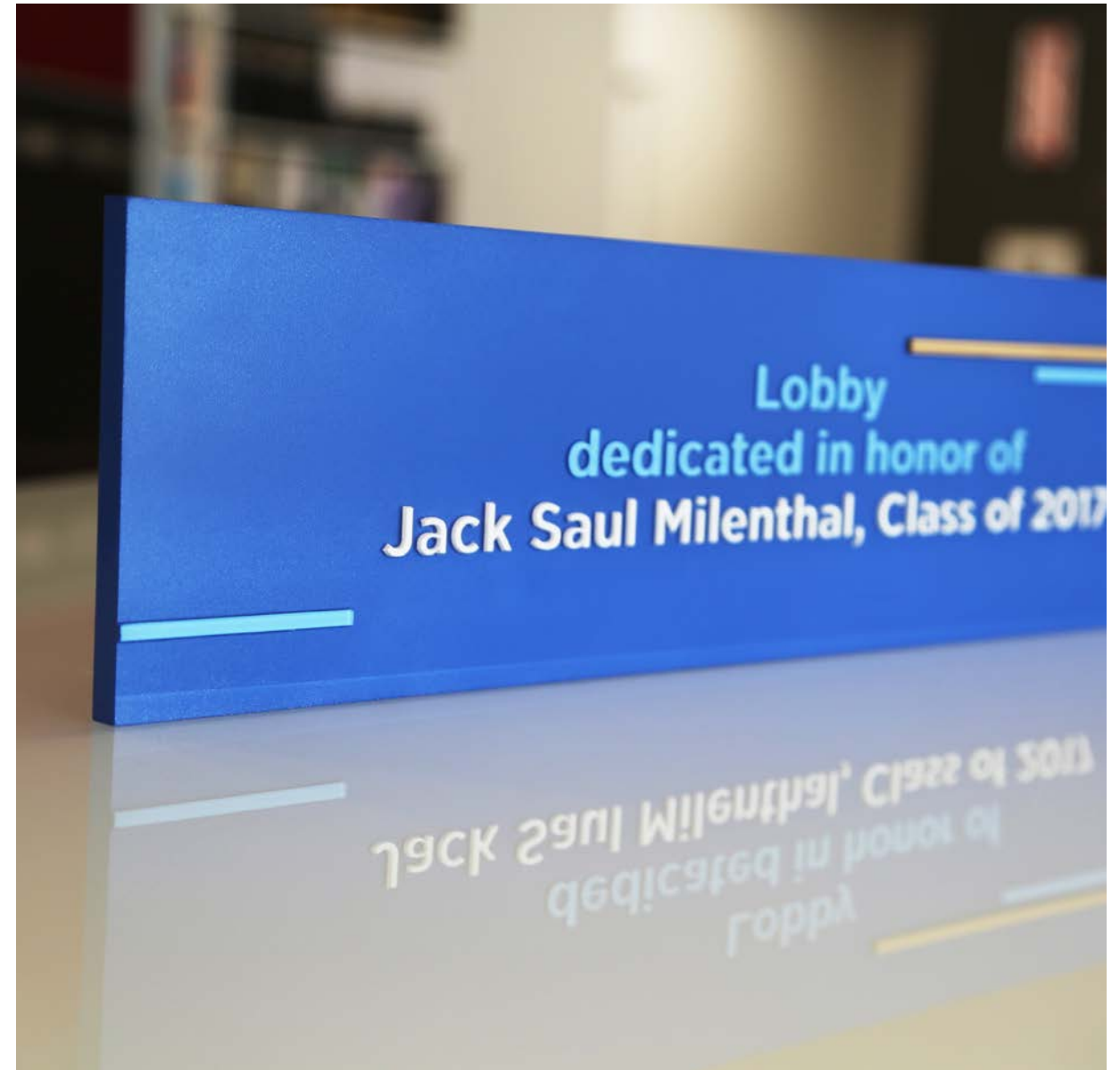
Sleek drop-in room identification signs allow Marburn to easily update content with supplied templates.





MAKING A DIFFERENCE

Marburn's dimensional plaque system shows different levels of honor and recognition, while creating a dynamic and interesting composition.



EVERY PIECE MATTERS

The brand expression at Marburn was thought out brick by brick, showing that even the smallest details make a big difference.