

CASE STUDY

COMMUNITY BUILDING

Dobbs Ferry School District

Building a New Community Brand

How can design raise your profile? Tracy Baron, President of Dobbs Ferry School's Board of Education says, "I hear parents say things about Dobbs Ferry schools being, cutting edge, and, ahead of the curve, and forward thinking, and these are not things we used to hear. I absolutely believe that our branding effort is responsible for this shift in our image among both current and prospective parents."

We designed a new logo named "pages of progress," and a new communication system that unites the visual integrity of the District and its four schools. Brand Guidelines ensure consistency for the District's communication.

"Langton Creative was able to capture our innovative spirit and the unique international education that we provide in our schools." LISA BRADY SUPERINTENDENT DOBBS FERRY SCHOOL DISTRICT

Br Co SERVICES Lo

Branding Corporate Identity Logo Communication Strategy

Dobbs Ferry School District

Independent Thinkers Change Worlds



Dobbs Ferr





pcoming Events

Springhurst Photo Day Springhurst Parent Meeting

eliday, October 28

Monday, October 31

-D" Day Curriculum & Instruction Committee 11:30 AN

Tuesday, November 1

tocation Mer reting - MS/P



Dobbs Ferry High School

www.dfsd.org

Langton Creative Group 245 West 29th Street Suite 605, NVC 10001 212.533.2585 hello@langtoncreative.com