

Graphic Design
 Traditional Print Media
 Marketing Consultancy
 Online Solutions
 Software Training

Bramcote Lorne School
Complete redesign of prospectus



This Independent School asked us for marketing advice as their pupil numbers were reducing. After looking at their literature and the school itself, we advised that their prospectus would benefit from a complete re-design. The previous brochure looked quite dark and daunting and the images did not illustrate the schools inviting and welcoming personality.

The theme for the prospectus was to focus on 'the child, as an individual' so we ensured that the photographs reflected this as much as possible as current and prospective parents thought that this was a key factor in selecting the best educational environment for their child.

See the before (left) and after (right) spreads which demonstrate the difference.



When Bramcote Lorne School became a part of United Church Schools Trust, their logo had to be altered to become similar to the Trust's other schools. The update was kept to a minimum to maintain the tradition of the school whilst meeting the Trust's corporate group branding. Sometimes the most subtle updates can be the most effective.



Bramcote Lorne School
The best in everyone



Above & below - 'before' left, 'after' right: Sometimes the background can ruin what would otherwise be a perfect shot and this can interfere with the main focus of the image. We are experts at manipulating photographs to ensure it looks its very best (and it saves tidying up too!) You can play spot the difference with these too!



Grimoldby Primary School
Brand new prospectus & signage

This delightful primary school asked us to design and print their first prospectus as they had been producing their own. Sometimes when budgets are tight or the school is under a programme of change, producing your own marketing material can offer a cost effective short term solution. We like to work in partnership with all organisations - regardless of budget and can help with any element required. For example, we offer photographic services to ensure the images used are of a high standard and capture the essence of the school. The images can be used for literature produced in-house and within your

website in the short term before being applied to your new prospectus when the time comes.

Below: A lovely photo spoiled by too many distracting elements.

Below: Photo changed to ensure the children are the focus of the image.



Above: The new folder we designed to contain leaflets, see right.

Left & below: Previous prospectus designed in-house



Above: This photo was enhanced to bring the colour out & remove the drainpipe.



Above: This flat greyish photo was altered to give better colour, contrast and a more healthy look.



Below: New signage demonstrating clear branding of the school



Below: New signage clearly denotes specific departments.



Below: Signage designed to make a strong & clear impression.





To see more of our work for schools and businesses, visit our website at: insyncdesign.co.uk

School website design, maintenance and training

Having a fantastic website which promotes your school is an excellent way to communicate directly with both current and prospective pupils and parents but it can only be as current as the content within the website. At In Sync Design, we can design and produce your site and also maintain and update the content, however, some of our clients prefer to manage their site themselves so that they can make instant alterations for this ever changing environment.

We are able to meet this demand by training you and your staff to make the updates and create new pages yourselves. So whether you decide to use our design services initially or want to start your site from scratch, we can help you to develop the skills necessary to create and maintain your site in-house.

This training is designed to suit the ability of the individuals at a pace they can cope with. We work using a number of different software programs so you don't necessarily have to invest in expensive software applications.



The previous school website drew attention to the template design and images rather than the content of the site itself.

We provide training for a multitude of design applications such as: Adobe Photoshop to improve images, InDesign to create great layouts for your marketing material and in-house documents, Dreamweaver and most online website design software to enable you to design or update your website in-house.

We adapt the content of the training to individual requirements ensuring that you are taught in a friendly environment at a pace that suits you - without any technical jargon! So please feel free to make an enquiry to find out how we can assist you.

Our Services Include:

- Concept & design
- Update the look
- Email stationery
- Meta tag creation
- Redesign & refresh
- On-site training
- Site optimisation
- Consultancy & advice

Future Proof Flexibility

The software used to create this website is very user friendly and doesn't involve any scary computer coding! This makes it very easy for staff to carry out updates quickly when required while ensuring the brand remains consistent.



After: Good balance of strong images and text



Before: Lack of corporate branding & text



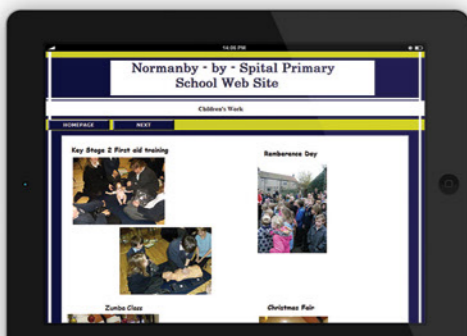
After: The design was based on an open book style



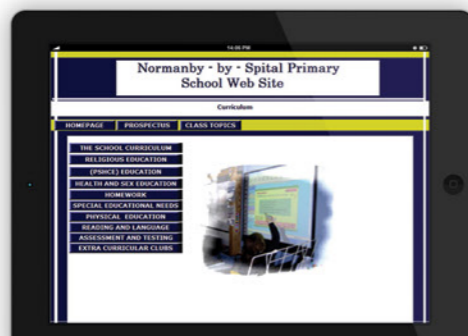
After: Bold primary colours were used



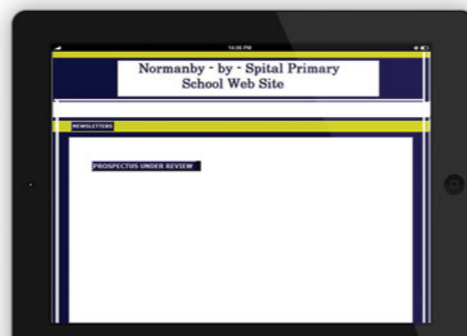
After: We took all the photographs used for the site



Before: Inconsistent layout and random content



Before: Hidden buttons within pages



Before: Lack of content and clearly not up-to-date



The previous website did not adapt to the varying screen sizes demanded by today's technology such as phones & iPads.

"The course I attended was great for beginners, Adele is an excellent, patient teacher 10/10!"

Thomas Jacobs
Photoshop Training Attendee

Training can take place at your School and is not limited to simply adding and removing information on the site, we can, for example show you how to improve photographs through image manipulation. See our website to view some examples to whet your appetite and inspire your creative streak!

"I had basic knowledge of the program (Photoshop) however the session helped to refresh and expand my knowledge about the additional features which I can take forward to practice in my own time"

Jack Elkins
Photoshop Training Attendee



Lincoln Minster School
A small selection of work produced for this school



Above and right: Prospectus design

Below: Newsletters produced each term



When three local schools became one under the management of The United Church Schools Trust, we were asked to design the branding for the new Lincoln Minster School - way back in 1995.

We were then asked to produce the literature for the promotion of the school which encompassed various prospectus brochures, leaflets, exhibition stands and advertising for prospective pupils. In addition, we were also heavily involved in the internal marketing and information points such as signage, newsletters, calendars, stationery and school events such as drama production promotion and programme covers.

Due to the resounding success of our work for Lincoln Minster School, The United Church Schools Trust also commissioned us to design similar work for the organisation itself and three of their other schools.

Below: Six page Sixth Form brochure / folder designed to contain information relevant to this specific demographic as some students may enrol at this level from a different secondary school.



Above: A few examples of the signage produced for this school.

Lincoln Minster School was originally formed from three existing schools: The Church of England boys school - The Cathedral School, the Catholic girls school - St Joseph's School and the Pre Prep Stonefield House School. The Cathedral School for boys uniform was blue and the St Josephs School for girls uniform was green.

Because the new school was to unite the genders to form the new Cathedral Choir and operated under the United Church Schools Trust, an element of Christianity needed to be incorporated. We combined these elements to produce a shield shaped logo as the ethos of the school was based on traditional values and a crest image helped to portray this.

The final solution may seem an obvious combination, which conveniently emphasises the religious focus through the cross shape created using the three Cathedral towers. We developed a range of logos for consideration, some of which can be seen below.

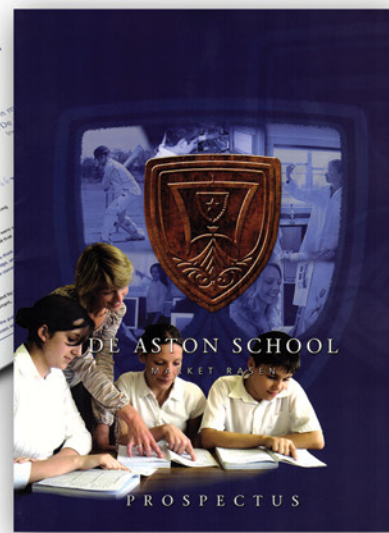


Above: Logo design and corporate stationery set comprising of business cards, letterheads and compliment slips.





Above & right: Original prospectus to be replaced. This example demonstrates an unusual layout choice where the text covers the main focus of the image.



De Aston School Brand new boarding brochure, sixth form prospectus & website

De Aston School commissioned us to revamp their marketing material to reach the specific segments of their boarding and sixth form audience. As we were aware that the students themselves would be a part of the decision making process, we wanted to include images and information that would appeal to their individual needs while promoting the many excellent and diverse facilities that the school offers.

The images below show the results. We used a lively palette which complements the vibrant photographs - all without text obliterating the main focus of the image!



Above & below: The best way to appeal to potential pupils & their parents is to show people enjoying what they are doing - the photographs were taken & chosen with this in mind.



Left - This image shows the website that matches the previous prospectus at the top of the page. Again, the focus is on the 'design of the page' rather than letting the combination of images and text lead the eye. The site we developed (below) was designed with the brief to hand over to the staff to make updates once we had trained them - the training only took one morning to complete! (They are clearly a really bright bunch at De Aston!!)

