

المعرفة تجربة ممتعة

إن المروج ... روضة للأطفال و مدرسة
لمرحلة التعليم الأساسي (الابتدائي و
الإعدادي) جرى تصميمها لتلائم أحدث
النورمات الهندسيّة العالمية و لتلائم
متطلبات الطفل و المجتمع .

Creating a brand for the future of Al-Murouj

Draft – February 2006
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The Brief

The Client

The client is Al-Murouj School, an emerging private school in Aleppo, Syria. It includes kindergarten, elementary and middle educational levels. The school is represented by Mr. and Mrs. Hayany.

Our Mission

Our mission is to develop a single brand proposition, creating a cohesive marketing image for the school. Specifically, to position Al-Murouj:

- As a leading educational institution
- As a school that attracts the best students
- As a school that attracts talent for teaching
- As a school with a high quality of daily experience
- As a confident, contemporary private school with a solid record of service and good reputation

Research Findings

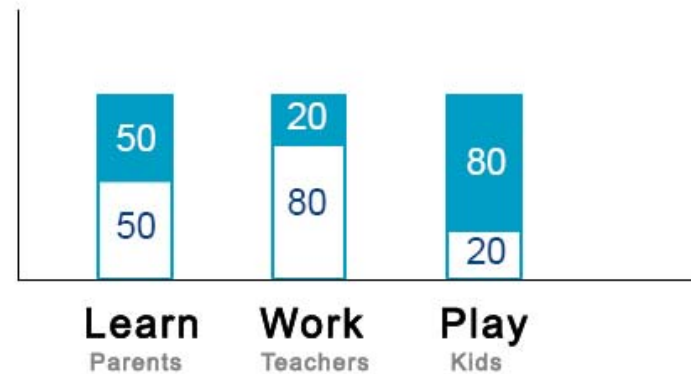
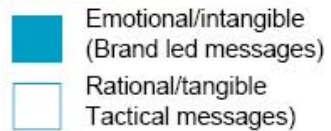
Target Audiences

The brand needs to appeal to multiple audiences across: play, learn, and work. Hence, 3 distinct audiences can be identified:

- **Play** – the children,
- **Learn** – the parents,
- **Work** – the staff.

Clearly, the brand will impact and influence all audience areas but with varying degrees of influence:

Key



Who We Spoke To And What We Read

Primary – stakeholders

- Interviews with mothers who sent their kids to Al-Murouj in the past 5 years
- Teachers who work in the field outside Al-Murouj

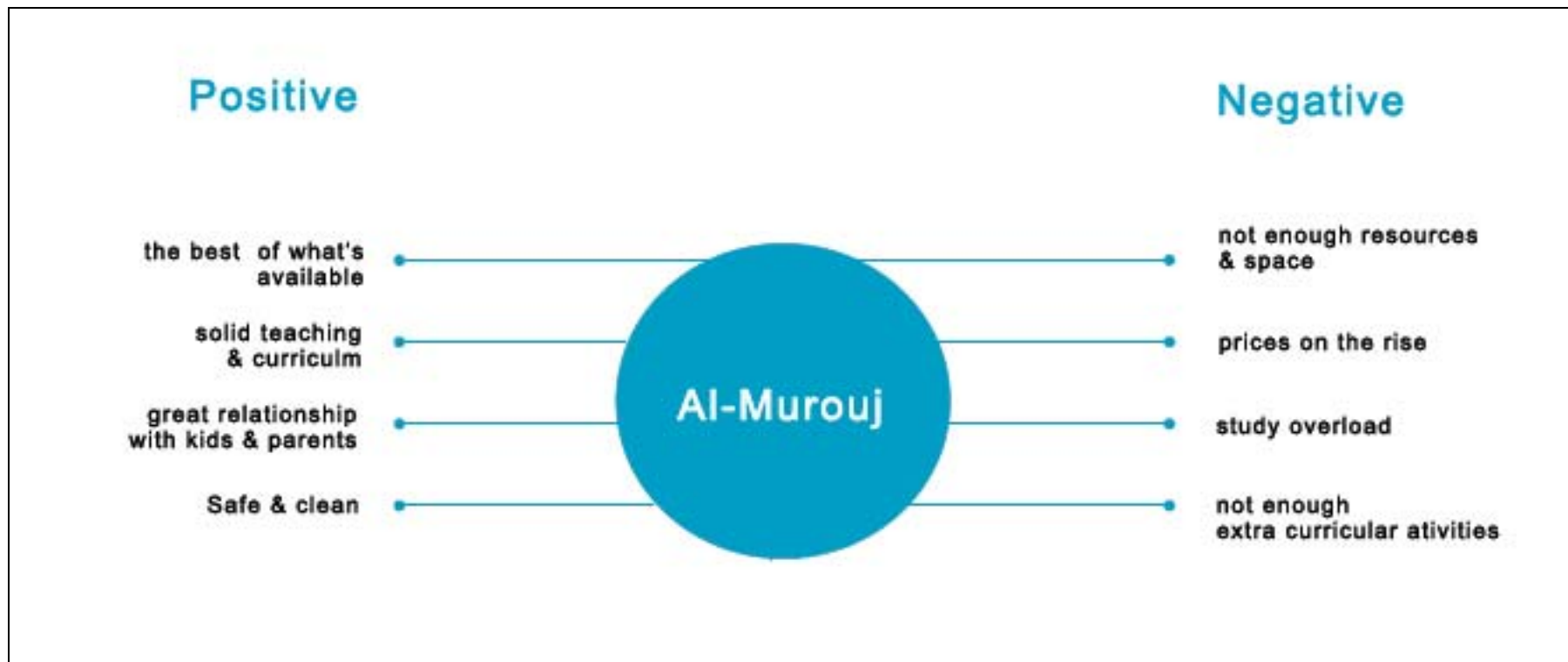
Secondary – desk research

- Competitive audits
- Literature on education and schools
- Analysis of the new school design

What Did The Interviewees Say?

In general mothers had a very positive attitude towards Al-Murouj, while teachers showed very low awareness of the school. The followings represent the mothers' opinions.

Top of mind associations



Al-Murouj = the house of kids! + the best available

**Strength**

- Excellent teaching level, overall.
- Very good and solid educational program
- Very good teachers
- Very good management
- Cleanliness and tidiness
- Fun and free style in handling kids
- Great relationship with parents
- Excellent climate control
- The school makes the best out of available resources
- The school have nice colors and a safe environment

**Weaknesses**

- study overload
- prices on the rise
- Ungraceful exit to playgrounds
- Lack of age separation at playgrounds
- Few games at playgrounds
- Lack of space
- low levels of computer use and learning
- lack of illustration tools
- lack of art activities; i.e. music
- lack of religious education programs

What does an ideal school offer?

According to the mothers, the ideal school should offer the followings:

- Door to door transportation
- Plenty of building space and playgrounds
- Good design: i.e. nice colors, safe & quite environment, good sun lighting, good ventilation, design according to size and age of kids, good furniture, modern and safe bathroom design.. etc.
- Good illustration tools
- Good relationship between parents and management
- Sufficient staff to cater for the needs and safety of kids
- Plenty of extra curricular activities; i.e. religious education, cultural programs, sports, information technology.

What The New Al-Murouj School Has To Offer?

Design

Al-Murouj's new school design offers the followings:

- The ultimate solutions from the worlds of architecture, engineering, education, technology, government, and business
- The maximum possible of both the joy of exploration and the joy of presence in the place
- Healthy environment through sun lighting, natural lighting, effective ventilation, effective climate control... etc.
- Great movement flows in and out of the building
- Ample space allowance
- All teaching facilities that support the learning experience; i.e. computer labs; science, physics and chemistry laboratories; a library; and art rooms
- All recreational and sports facilities that support the healthy growth process of kids; i.e. covered and outdoor play grounds; 2 multipurpose sport fields (basketball, volleyball, and tennis), a 20-meter swimming pool, a gym, kindergarten play area, a snack bar and a restaurant where healthy diets are provided.
- Abundance of pristine green areas.
- Ample parking space for cars and busses.

Location

The location of the new school offers the followings:

- Clean and fresh air
- Breathtaking scenery
- Surrounding green fields and orchards of olive trees and traditional crops
- Low noise, low pollution, and distance from heavy highway traffic

Summary

The existing strengths of Al-Murouj in combination with the features of the new school together form the ultimate school that parents seem to desire for their kids.

What does the brand need to provide

The new brand needs to present Al-Murouj as:

- an extraordinary school (design and teaching wise)
- a place that has order and good management
- where kids feel welcome,
- where kids learn the knowledge that will help them succeed in life
- where kids find joy in learning and in being at school
- where kids grow safely

The brand must have

- **Truth** – we must be true to Al-Murouj, presenting a true, full and contemporary picture
- **Complexity and simplicity** – capture the richness of Al-Murouj but communicate this in a way that is simple, truthful, motivating and memorable
- **Aspiration** – we must present a credible, compelling vision for the future

Brand Ideas

The Brand Essence

Al-Murouj brand essence is 'Knowledge as a joyous experiment':

- knowledge: implies learning, solid education, gain & growth, wisdom (wise management), a prime key to success
- Joyous: implies fun at school, warm relationships, vibrancy, activity
- Experiment: implies search, discovery, growth, scientific measures (order without extreme measures)

The Brand Personality

Underpinning this essence, is our brand personality: Al-Murouj as THE leading school in education whose extraordinary built environment, methods, and atmosphere always makes learning a joyous experience.

The Brand Values

Our research also established a set of values that are distinctively Al-Murouj, which reflect future ambitions. Our values are a guide and while they apply to everything we do, it's not always relevant to apply each of them equally. The values are an important part of delivering an Al-Murouj experience.

The values are:

- 'order and stability' – Al-Murouj has great management and it has consistency
- 'direction and success' – Al-Murouj is where students receive the right kind of knowledge in the right way to become successful in life.
- 'magical' – Al-Murouj has an extraordinary mix of place and experience– great education and play within a setting of inspiring architecture and natural beauty.
- 'Joy' – Al-Murouj is a fun environment and it is welcome to all.
- 'Growth' – Al-Murouj is where kids grow mentally and physically.
- 'liberty and equality' Al-Murouj believes that learning is the surest path to the freedom of our kids, and every child has a tremendous capacity for learning.

The Visual Identity

Logotype¹

Al-Murouj logotype is the most important element of the visual identity. It is the visual embodiment of the brand that people will instantly come to recognize and associate with Al-Murouj school.

Arabic logotype design



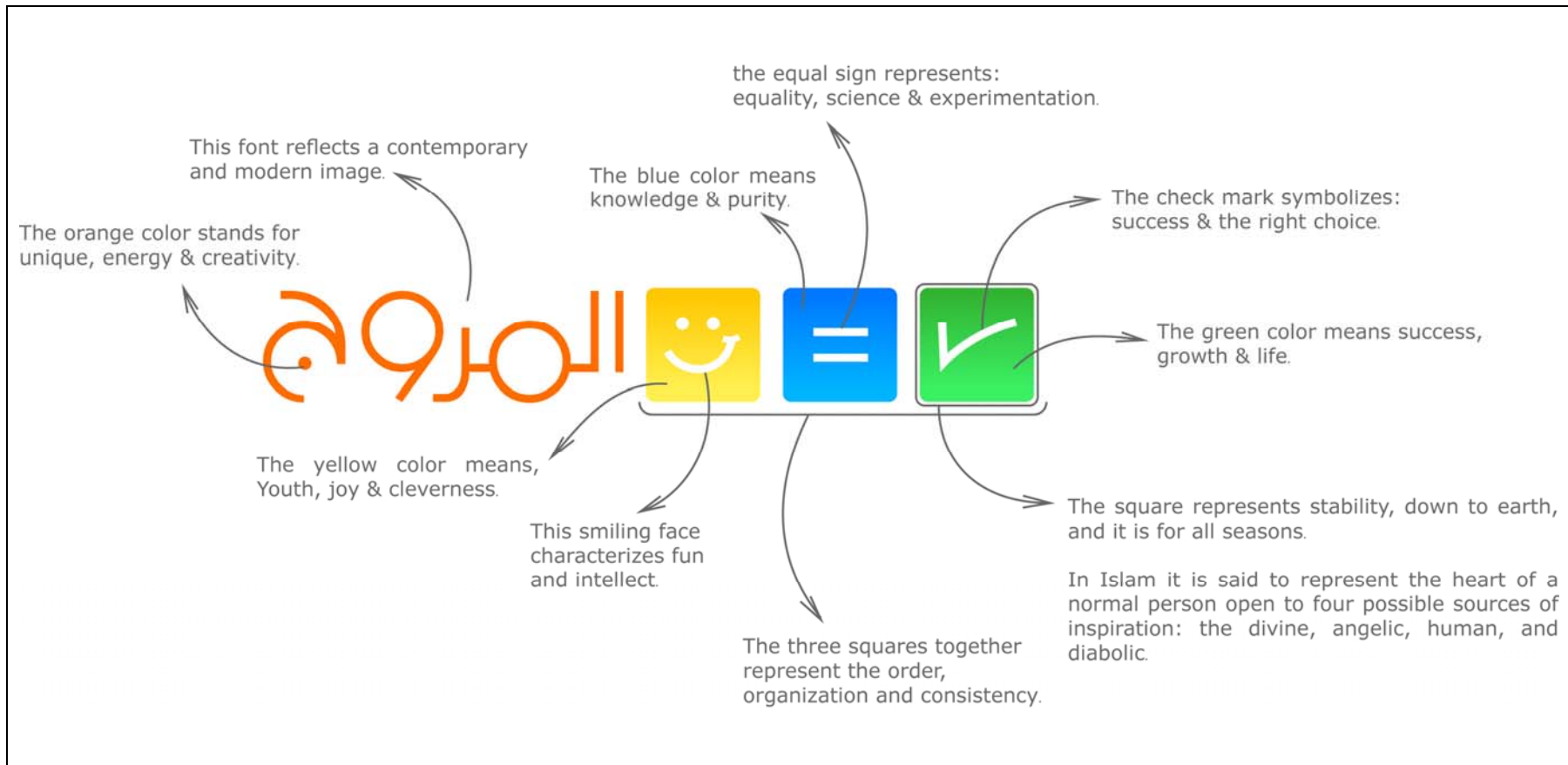
¹ The logotype has been specially created for Al-Murouj, so please don't alter it in any way. It must always be reproduced from master artwork.

English logotype design

Al-Murouj   

Logotype meaning

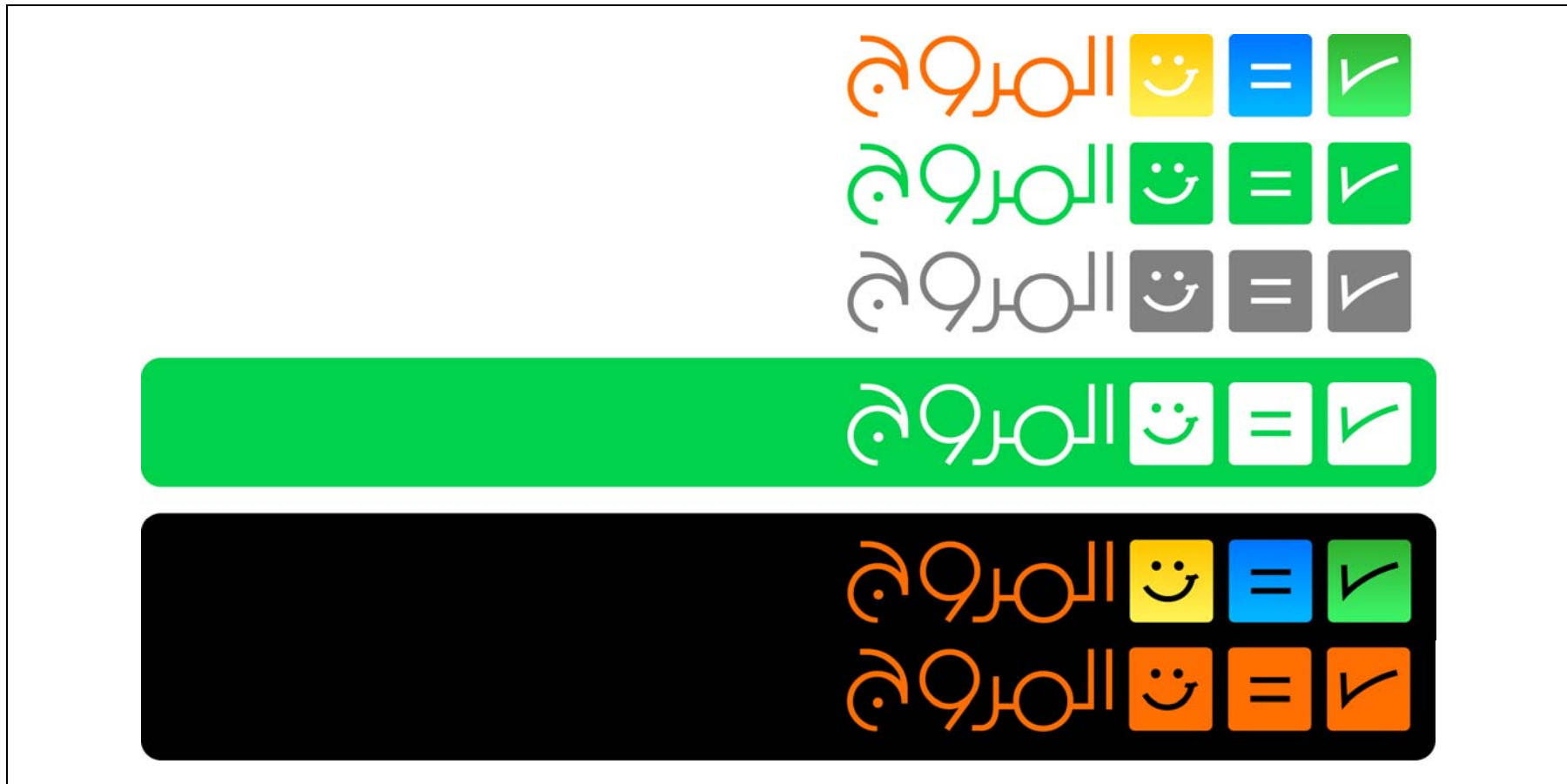
The design of the logo stems from the essence, values, and personality of the brand.



Arabic logotype with slogan

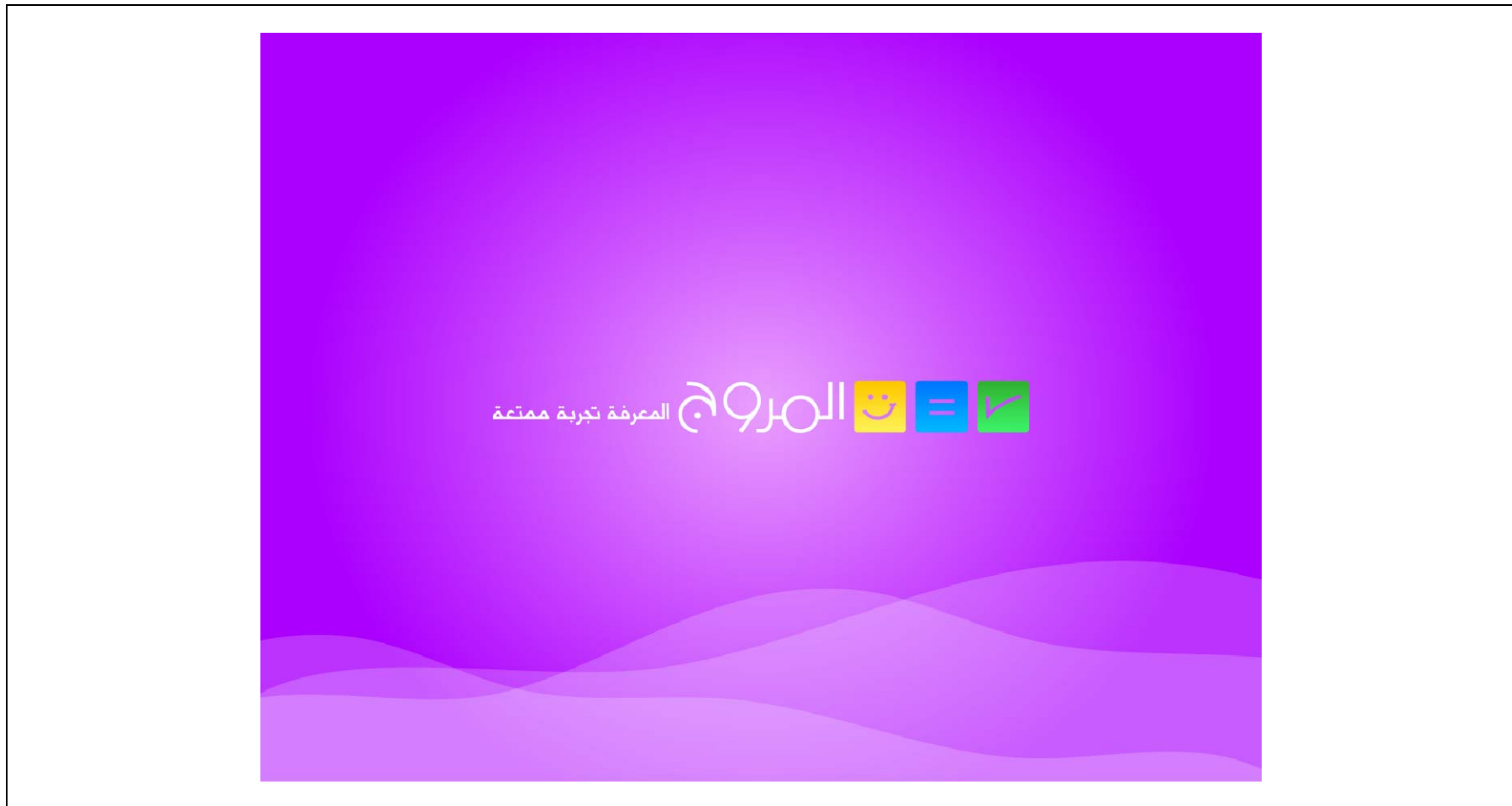
Logotype variations

Different variations of the logo have been created for different applications



Logotype special uses

Below is an example of a computer desktop wallpaper



Color Palette

The color palette is design to certain emotion a mental images at the viewers. Listed below is the colors palette and its meanings which are considered valid in our community.

Primary Color	Secondary Colors			
<div>C = 70 M = 0 Y = 100 K = 0 R = 0 G = 210 B = 75 Hex 00D24B</div>	<div>C = 0 M = 20 Y = 100 K = 0 R = 255 G = 210 B = 0 Hex FFD200</div>	<div>C = 100 M = 20 Y = 0 K = 0 R = 0 G = 150 B = 255 Hex 0096FF</div>	<div>C = 0 M = 70 Y = 100 K = 0 R = 255 G = 110 B = 0 Hex FF6E00</div>	<div>C = 50 M = 75 Y = 0 K = 0 R = 180 G = 100 B = 255 Hex B464FF</div>
Green	Yellow	Blue	Orange	Purple
Life Growth Success	Youth Joy Intellect	Knowledge Purity	Creativity Energy Unique	Imagination Wisdom Rich

Iconography

Using simple representations of the subject matter establishes an easy way to connect with people of any age or culture. Therefore, Icons are simple yet powerful tools to convey a large amount of information quickly; and because of their simplicity they can be used in a wide range of media applications. Listed below some icon samples



Typography

Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; clean, modern and stylish.

Arabic typography

Al-Murouj Brand uses WinSoft Pro in all Arabic uses; titles, headlines and body text.

WinSoft Pro

المعرفة تجربة ممتعة

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English typography

in English, the brand uses Verdana for body text, Arial black for main headlines, and Arial for secondary headlines.

Arial Black

Knowledge as a joyous experiment

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+-={}[]:~`

Arial

Knowledge as a joyous experiment

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+-={}[]:~`

Verdana

Knowledge as a joyous experiment

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+-={}[]:~`

Photography

Photography will be a key part of Al-Murouj Brand. No photography work has been carried out yet, however the following premises can be put forward; images should:

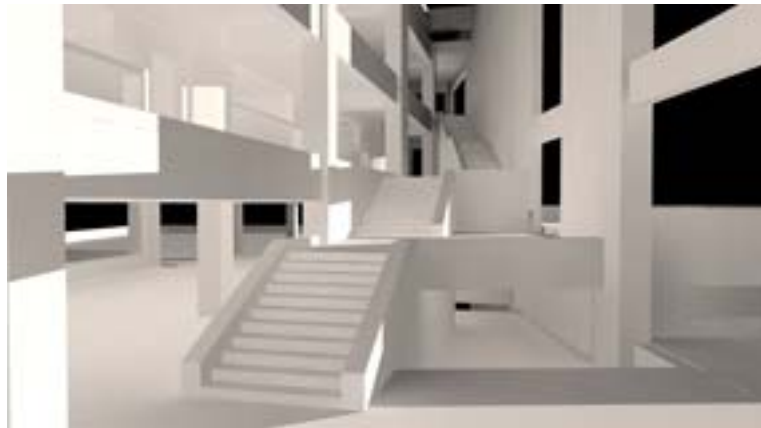
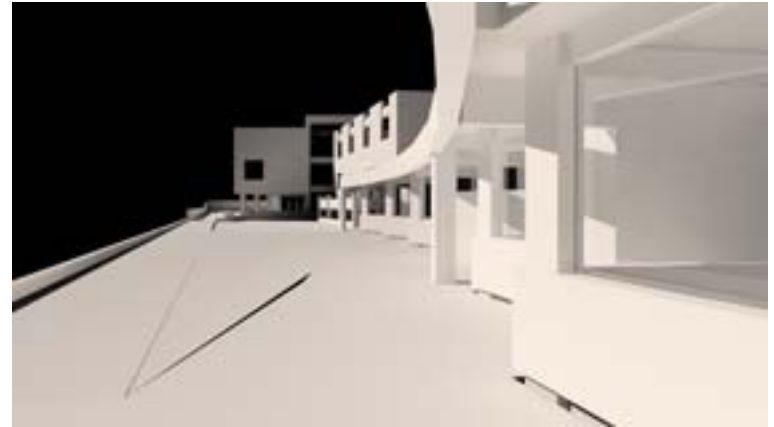
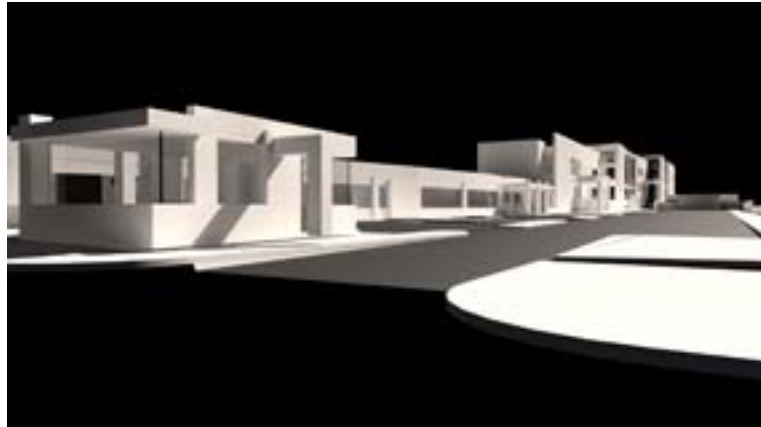
- be thought-provoking, dramatic, and inspiring
- demonstrate a knowledgeable perspective of life at school
- show unique, unexpected and surprising angles of Al-Murouj
- be warm with an element of vibrancy, depicting emotions of people within them
- create a sense of place and capture all aspects of Al-Murouj
- show the refreshing and modern side Al-Murouj
- achieve photographic excellence e.g. good color contrast, engaging subject matter, interesting use of light and a strong composition, balanced in colour,
- be clean and simple with a clear focal point, i.e. not busy, cluttered and complicated
- be of optimized impact, e.g. it cannot be presented it or cropped it in a better way

We have divided our photography library into 2 main sections: People and Building.

People



The building



Tone Of Voice

What is tone of voice?

Tone of voice means how we say what we say. The words Al-Murouj use send signals about it - they show its audience what it represent as a brand and helps them to understand what Al-Murouj stands for. The way Al-Murouj talk as a brand is as important as the way it look. This simple guide will help the client find the right words for Al-Murouj.

Why is it important?

The words Al-Murouj use reflect its personality, so the more consistently Al-Murouj use them the more coherent its brand will be.

How we use words

Al-Murouj tone of voice stems directly from its brand values - they help guide us in what we write.

- wise and authentic
Al-Murouj is straightforward and authentic. It doesn't use complicated jargon and big talk that no one understands. It gives clear and decisive directions with what it describes, it is respectful of others – it tries not to assume. It uses simple and direct words, it tries to write in a warm style that is understood and appeals to all.
Al-Murouj is NOT: Impersonal, complicated and cold.
- vibrant
Al-Murouj is a bright school - bursting with fun, play, and creativity. It should use words that reflect this joy. Bold striking headlines that are alive with excitement – it lets its passion and enthusiasm shine though.
Al-Murouj is NOT: Loud, brash and intimidating.
- determined and confident
Al-Murouj has a sense of self belief; it is direct and accurate in what it says but it always display a sense of modesty. If it is talking about an aim or goal – it is direct, and matter-of-fact. It doesn't need to use excessive exclamations or gushing descriptions.
Al-Murouj is NOT: Arrogant, aloof and superfluous.