



# **THINKFARM** Specialist Schools Trust

CASE STUDY

## Brand Identity

Education is evolving, and one of its principal agents of change required a new identity to reflect a bright future.

Thinkfarm created an identity system for the Trust and support an exciting new initiative with a campaign.

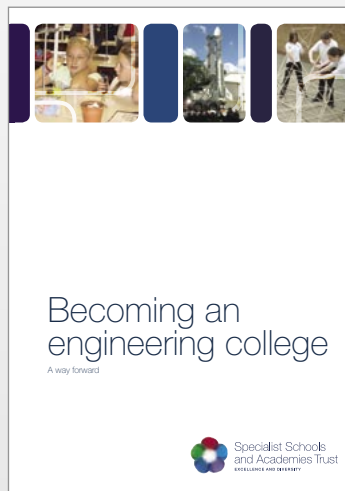
[Read full case study](#) ➔



1. **EXCELLENCE AND DIVERSITY**



- 1. Specialist Schools Trust logotype.
- 3. Example literature.
- 2. Sub-branding Made Smart.



2.

**Background**

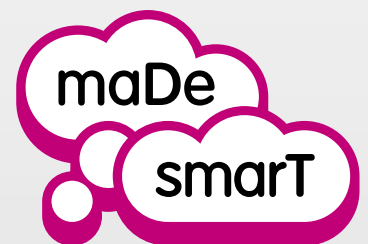
The Specialist Schools Trust is the lead body for the Government's specialist schools programme. It seeks to give more young people access to a good secondary education building a world class network of innovative, high performing secondary schools in partnership with business and the wider community.

**Brief**

The trust required an identity to capture the spirit of excellence and diversity to be used throughout its communications within its schools and to support its interactions with the community, government and commercial sponsors. The identity system had to be suitable for use in multiple media and needed to work for the organization as it continuously evolves to meet the needs of a changing educational system.

**Our Response**

Thinkfarm developed the core SST identity and the materials that were needed to launch it including print, web site and presentation tools. More recently, we developed a 'sub brand' for an initiative to radically overhaul the way that Design & Technology is taught in its schools. Thinkfarm came up with a name; 'Madesmart' and identity system which used to promote the initiative to potential sponsoring organizations from the Private Sector. The identity systems have proved extremely effective in supporting the trust as it establish itself as a major agent of change in our education system.



**THINKING DESIGN + TECHNOLOGY**

3.

For further information please contact:

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Branding insight, strategy and hard working campaigns

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