

## An Introduction

**Lake Washington Girls Middle School, based in Seattle, WA, was founded in 1995 when a group of parents brought their vision to form a middle school for early adolescent girls to life.**

Committed to providing a positive and challenging learning environment that fosters self-esteem, respect, and responsibility, LDUB opened its doors in 1998 as the first secular girls middle school in Seattle.

By encouraging collaboration, critical thinking, and leadership, Lake Washington Girls Middle School empowers girls to be strong in mind, body, and voice to advocate for a more just and equitable world.

The school is committed to the in-depth exploration and understanding of key equity concepts and practices, including those of diversity, cultural competence, and culturally responsive teaching; social justice and social dominance; power and privilege; and allyship.

## Process & Approach

*A collaborative effort with the HUB strategy team's specialties and skills.*

### **Determine Our Goals:**

When first meeting with LDUB we made sure our goals were clear and agreed upon before diving in. These kickoff goals were:

- *Identify opportunities and obstacles*
- *Understand their ecosystem*
- *Define their who, what, why*
- *Outline goals for a new identity*
- *Explore key attributes*

### **Identify Failure:**

If they look like every other private school. If their academic excellence is not reflected in the new brand. If their brand doesn't show and define who they are to the external community.

### **Identify Success:**

Being able to have a strong visual identity that describes who they are as a school. Capturing the attention of new families with a good attract message and credibility.

Stepping out of the "start up" feel and create a sense of timelessness. Reflecting the ages that they serve.

### **Define Brand Attributes:**

Fun. Energetic & Frivolous.  
Welcoming. Approachable & Accessible.  
Timeless. Constant & Withstanding.  
Unique. Personality & Distinctive.  
Excellence. Academic & Potential.

### **Research Competition:**

After researching a few of the girls schools in LDUB's area we were able to identify trends and similarities in their design approach, specifically in their websites. We noted that we wanted something a bit bolder and memorable.

### **Moodboard & Visualize:**

In order to better grasp the styles and colors they were drawn to, I created a few moodboard options for LDUB to review. I love to offer Mild, Medium, and Spicy boards so the client can visualize what it would look like to stay on the safe side or really push their brand into something unique and fabulous.

### **Explore the Brand:**

I refined the logo and brand, taking the moodboard likes and dislikes into consideration, as well as their desire for the new logo to have a similar font and structure as their original. After pitching a range of style explorations, we settled on a stunning brand and style direction.

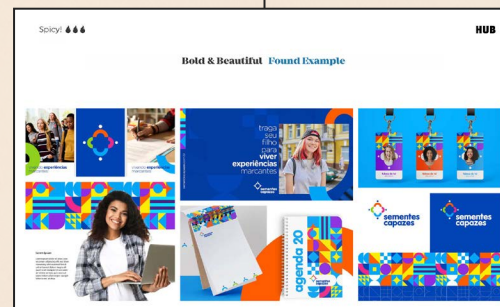
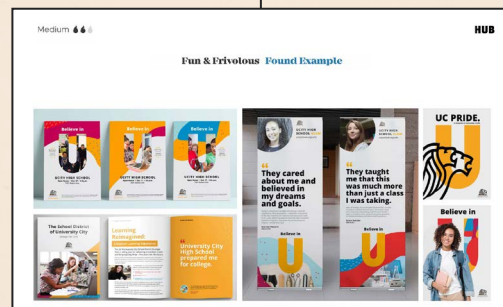
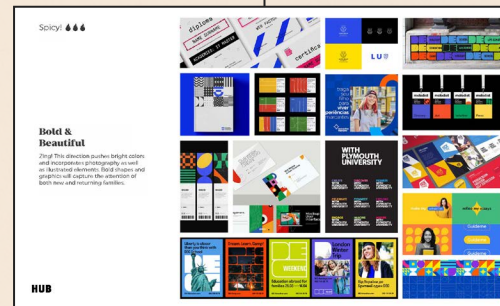
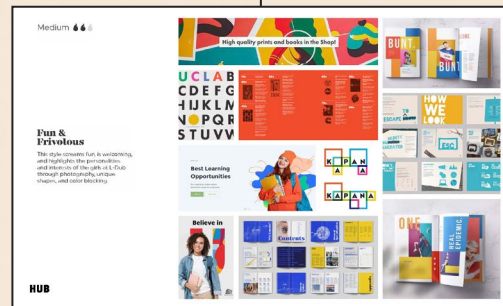
### **Nail the Brand:**

The messaging behind the mark really sold this direction. The pinwheel symbol invokes playfulness and calls back to the motion and energy of girls this age. The four pillars behind LDUB create each pinwheel blade: Equity, Collaboration, Leadership, and Critical Thinking.

### **Create Brand Guidelines:**

Once the colors, logos, and messaging were established – I translated how the brand should be applied throughout print and digital materials in a series of do's and do not's. These guidelines were curated specifically for use by their in-house design team.

# Moodboarding



## Step One: Moodboarding

My favorite step in designing a new brand – moodboards!

### Mild:

*This direction highlights the academic excellence behind LDUB and it's sophisticated feel provides credibility. Line focused illustrations encourages timelessness, as the style will never go out of fashion.*

### Medium:

*This style screams fun, is welcoming, and highlights the personalities and interests of the girls at LDUB through photography, unique shapes, and color blocking.*

### Spicy:

*Zing! This direction pushes bright colors and incorporates photography as well as illustrated elements. Bold shapes and graphics will capture the attention of both new and returning families.*

## Logo Rebrand

Lake Washington Girls  
MIDDLE SCHOOL



 Lake Washington  
GIRLS MIDDLE SCHOOL

**L**  
**UB**



**L** **D**  
**U** **B**

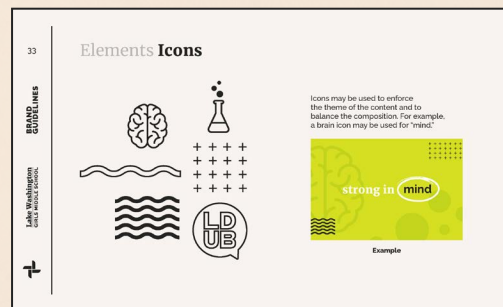
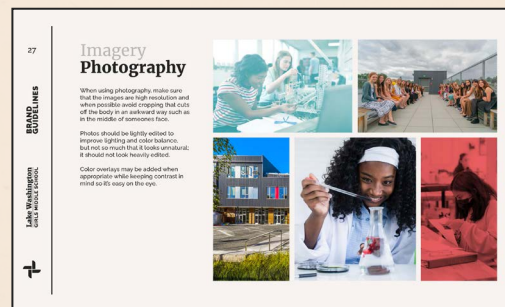
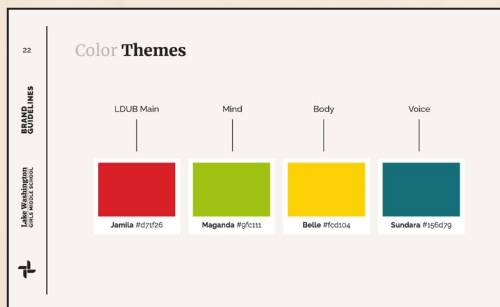
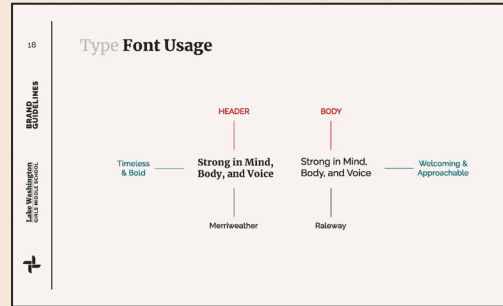
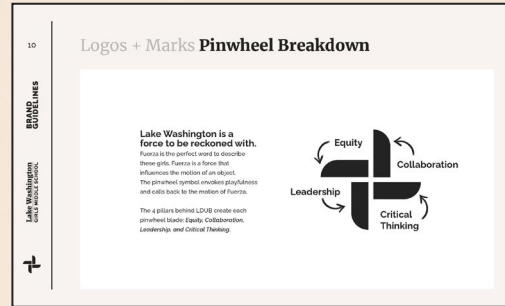
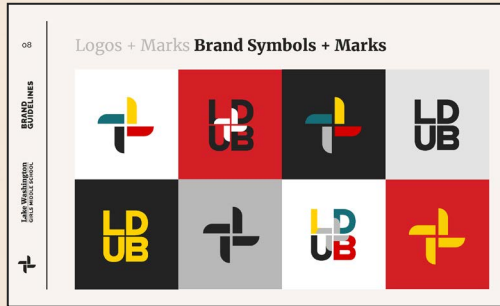
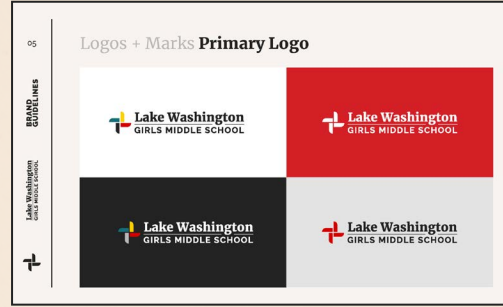
### Step Two: Logo Rebrand

After discussing the moodboards and exploring a few style directions, I began working with the client on the new logo. I learned they liked the serif font used in their original logo but were open to changing it. They were not attached to their other fonts.

To keep the visual balance the same in the new logo as the old one, I opted to keep the line separating the text. However, to improve the hierarchy and make Lake Washington shine – I moved “Girls” into the second line.

These upgraded logos and marks provide a bold uniqueness and timelessness the old look was missing.

# Brand Guidelines



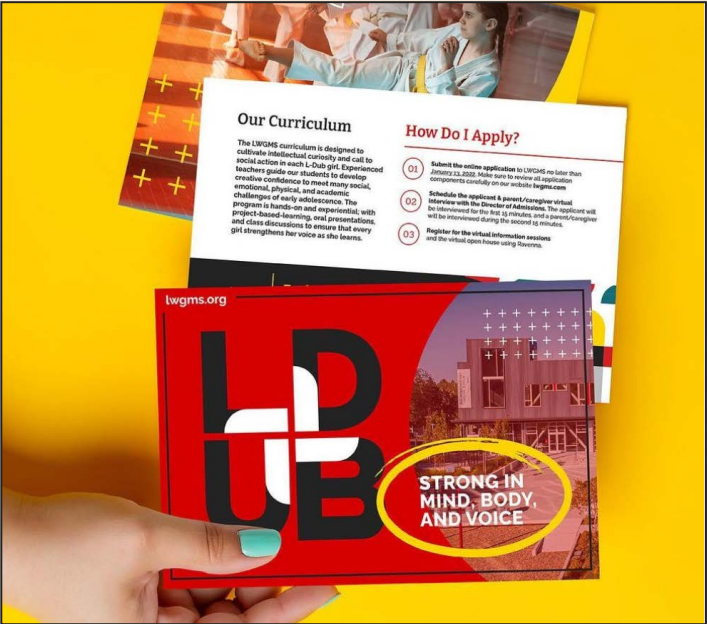
## Step Three: Brand Guidelines

To set up the client's in-house design team I created a list of brand guidelines for them to follow. This ensures their new look is executed the way it is intended as well as giving them a structure to run with.

The Lake Washington Brand Guidelines include rules and info about:

- Our Story
- Messaging
- Logos & Marks
- Typography
- Color Palette
- Imagery
- Illustrations
- Icons
- Application

Deliverables



Step Four: Deliverables

To demonstrate how the brand could be applied, I created a range of deliverables for LDUB to use as a reference moving forward.

These deliverable examples included a series of postcards used to market LDUB and encourage interested parties to apply. Also included were a series of banners to be displayed on campus – as well as print examples, such as letterhead, for use when connecting with LDUB students and families.

What did I love most about this project?

Helping create a unique, positive environment for these girls to thrive in – they are so special!