Studio 360
Re-branding teachers
Education is the key to human progress, therefore teaching is among the most important professions for humanity.
Teachers are currently represented by uninspiring, childish visual imagery that neither reveres the profession of teaching nor does justice to the intellectual and creative development they help guide in students of all ages.
Current Visual Language
Create a sophisticated visual vocabulary that reflects the multidimensional role of the teacher.

This new vocabulary should:

- Capture the excitement and magic of activating the potential that is innate in every student.
- Celebrate the process of developing ideas.
- Reflect the collaborative nature of teaching.
- Pay homage to existing visual tools used in teaching.
The art of teaching is the art of assisting discovery.

– Mark Van Doren
Idea 1: Guide
- Compass
- Navigate
- Elevate

Idea 2: Connect the Dots
- Paths
- Relationships
- Process
Idea 1: Guide (Discarded Work)
Idea 2: Connect the Dots

Visual maps, like teachers, help learners:

- Brainstorm ideas
- Reveal relationships
- Explain processes
- Tell stories
- Encourage organic growth
- Identify parts of a whole
- Create structures
- Emphasize importance
- Discover patterns
- Visualize timelines
- Describe space
- Show trajectory
The Existing Visual Language of Connected Dots
Color Choice: Warm Yellow
Good teaching is more a giving of right questions than a giving of right answers. Education is not the filling of a pail but the lighting of a fire. A truly special teacher is very wise, and sees tomorrow in every child’s eyes. Teachers touch the future.
The Brand

Teach
Brand Architecture: Content Areas

Teach Science

Teach The Arts

Teach Language
Brand Architecture: Content Area Application
Brand Architecture: Recruitment Campaign Application
A TEACHER AFFECTS ETERNITY: HE CAN NEVER TELL WHERE HIS INFLUENCE STOPS.

– Henry Adams
CHANGE THE WORLD.
Teach
BROADEN HORIZONS.

CHANGE THE WORLD.

Teach

A TEACHER AFFECTS ETERNITY: HE CAN NEVER TELL WHERE HIS INFLUENCE STOPS.

– Henry Adams
EXPAND SOMEONE’S UNIVERSE.

TEACH

REVEAL THE BEAUTY OF DISCOVERY.

TEACH

CULTIVATE KNOWLEDGE.

TEACH
Teach LOGIC
Teach CURIOSITY
Branded Gear
A TEACHER AFFECTS ETERNITY: HE CAN NEVER TELL WHERE HIS INFLUENCE STOPS.

– Henry Adams
Thank you.