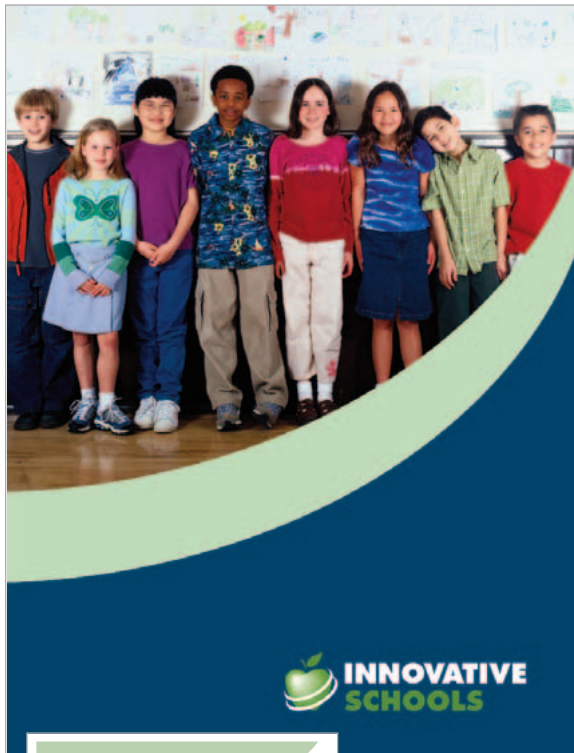


Good to Great Innovative Schools



About Innovative Schools

Innovative Schools Your School's

Is your school striving to improve? Are you struggling with limited resources? What are your options? We know the challenges you face. The pressure is on to meet student achievement goals. With limited resources, you need to maximize what you have. Innovative Schools is here to help. We offer the support you need. Innovative Schools is a nonprofit organization that provides educational support programs and resources recognized best practices – those of top and award-winning schools. We have nearly 20 years of experience.

Ensemble Building Respectful School Cultures and Helping Schools Develop Positive Relationships Among Students, Family, Staff and the Community

The Ensemble program is a series of school-wide activities designed to build a positive school culture. It focuses on building relationships among students, staff, and the community. This program is designed to help schools create a positive learning environment for all students.



Professional Development

Data-Driven Instruction

Use data to customize instruction and improve student achievement. This program provides teachers with the tools and resources they need to analyze student data and use it to inform their instruction. This program is designed to help schools improve their instructional practices and student outcomes.



Board Development

Explore the role and benefits of non-profit school governance. This program provides school board members with the knowledge and skills they need to effectively govern their schools. This program is designed to help schools improve their governance and ensure the best interests of their students.

Community Service Building
100 West 10th Street, Suite 200
Minneapolis, MN 55401
www.innovativeschools.org
612.442.4117

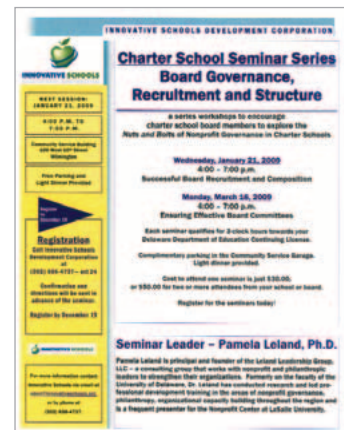
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Tips on coordinating your marketing materials

Have you seen the new Snickers campaign? It features goofy phrases like “Substantialicious” instead of “Snickers” inside their familiar logo. The ads work because the candy bar has strong brand recognition. Brands gain recognition by repeated exposing customers and prospects to the logos, fonts, colors and design styles that make up their brand identity.

Innovative Schools came to Hollister to strengthen its identity. The organization, which supports the development of excellent schools, already had a beautiful logo. The logo appeared on all promotional materials, as it should. But the materials were a mish-mash of fonts, colors and design styles.

Hollister developed a strong identity for Innovative Schools by selecting a family of fonts and colors that complement the logo, and creating a distinctive design style. The identity comes across clearly in a new folder and related pieces promoting specific programs. Now, people who see one Innovative Schools promotional piece will recognize the brand when they see a second piece. The more often that happens, the more familiar the brand will become.



before