

Branding for a Cutting-Edge Educational Institution

On-line Platforms and Classroom Style Too



client



The Graduate School is an active learning community serving as “the government’s trainer,” a resource for the DC Metro region and the broader US and global community. The changing and increasing needs of education in the twentyfirst century and the information needs of the public and private sectors established a clear need for new and different types of educational content as well as cutting-edge formats and learning platforms.

process

DMR used its proprietary brand building methodology – ACE™ together with a thorough analysis of competitors and the type of educational needs that were not being met.

results

The results provided compelling insight into a new **brand position** for The Graduate School, identified areas of unmet needs and unified thirteen separate business units under one integrated enterprise-wide solution.

These findings drove a realignment of the organization as well as new advertising, course descriptions and public relations outreach efforts. A new tagline and logo echoing the brand identity were also introduced. Implications for new partnerships were also identified.

“Time and time again, the Graduate School has called upon Dr. Merrin to provide assistance, leadership and guidance. The brand positioning work she provided for the School was stellar. Due in large part to her work, the School has since been able to realign its strategic direction, enhance its services and products, and more effectively reach out to the vital needs of the educational community.”

Dr. Jerry Ice, Ed.D.
CEO and President