

planting the seeds
of Knowledge

*advertising and marketing solutions
for the education sector*



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Who we are:

a unique combination of creative design with a wealth of experience...

When communicating with your existing or future parents, it is vital that you give the right impression.

As graphic designers we ensure that your visual communication reflects the high standards of service and teaching that you offer to your parents.

There are two golden rules to producing marketing materials:

Consistency of approach is everything.

All printed material produced for the school must be of the same quality in design and production as the quality of the service and teaching that it offers. Anything less lets the school down and might give the wrong impression.



Our strengths lie in offering a unique combination of creative design with a wealth of experience in many business and educational sectors.

We're here to take a sophisticated and cost effective approach when communicating your message to both parent and child. We consider your school individually, so our designs will reflect you as an establishment and we will help you to create an identity in the education sector. With a customer focussed approach, we aim to establish lasting relationships with our clients. We invest time and effort to understand our client's business, including their parents and pupils and their needs, and to see how best we can support our clients' other suppliers. We believe that in this way we produce design that works!

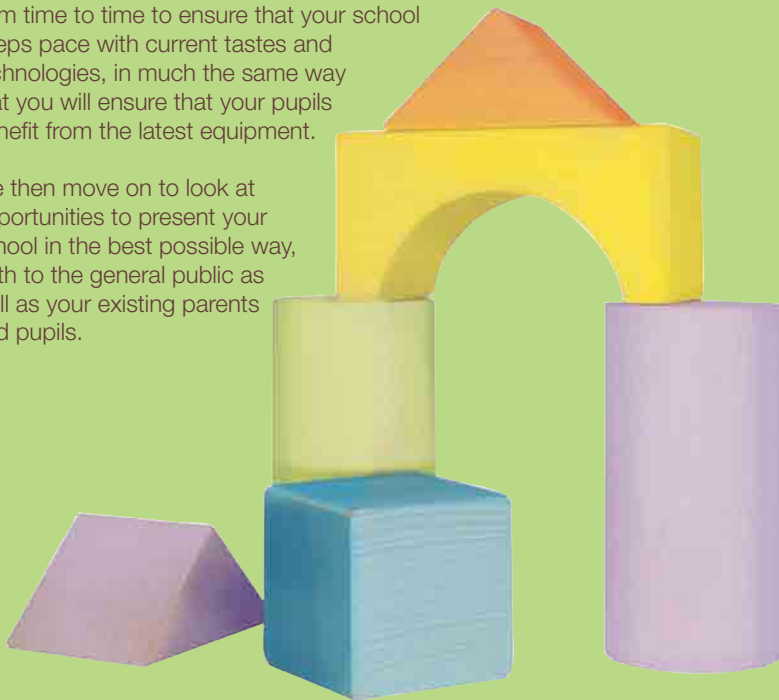


Getting noticed:

reflecting the ethos and standards of your school...

At A P Design, we like to start at the beginning by looking at how your school is presented to the general public. New schools must start here but more established schools will benefit from reviewing their Corporate identities. Branding is not a static device, but an ongoing evolution of visual imagery. Logos and colours should be refreshed and updated from time to time to ensure that your school keeps pace with current tastes and technologies, in much the same way that you will ensure that your pupils benefit from the latest equipment.

We then move on to look at opportunities to present your school in the best possible way, both to the general public as well as your existing parents and pupils.



A successful identity

Successful marketing starts with a strong corporate identity so that your school is remembered, recognised, and easy to find.

Good corporate identity design reflects the ethos and standards of your school visually by the use of colours, typography and imagery. The chosen design can then inform your choice of school fittings and colours, complementing or reflecting the colours and style of the corporate identity.

Consistent use of your corporate identity helps to make your advertising memorable, so that when parents are looking for a suitable nursery or primary school, they are much more likely to make your school their first choice.



Please call and we would be happy to discuss your requirements with you and provide you with a quotation.



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school prospectus

Communicating the services and teaching you offer, as well as the quality of the care you provide for your parents, is an essential element of marketing your school.



At A P Design we work with you to identify your strengths to produce a well designed prospectus visually reflecting the ethos and standards of your school. This all helps to reinforce the reasons why your parents would choose you.

Please call and we would be happy to discuss your requirements with you and provide you with a quotation.



PROMOTING YOUR SCHOOL

At A P Design we offer a full design service tailored to meet your budget and requirements, however large or small.

Our starting point is to agree the campaign details and budget and, other than approving the final artwork, there is nothing more you need to do as our specialist marketing and design team will ensure you get the best design and media coverage for your money.

Having agreed your campaign objectives, target market and the results you hope to achieve, we develop a campaign that best suits your specific requirements.

We take the work out of marketing by organising the advertising schedule; researching local media, and concentrating on the most appropriate publications or vehicles in order to achieve the best impact on your target market, negotiating the best rates possible for a series of press advertising and/or leaflet distribution. We will also research and convey to you the best prices for printing bespoke banners and other outdoor promotional tools. All artwork is sent to meet media deadlines.



Always measure the success of a campaign. We will work with you to set up the best way to do this for your school.



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Fundraising



Simple ways to raise funds for your school

We can help to spot opportunities to develop additional funding channels for your school by initiating links between your school and your local community. Involving children in fundraising can be an educational and exciting experience, teaching them about the values of compassion and giving. Fundraising is a fantastic way to teach children of all ages about the world around us.

School promotional items are excellent for a variety of events. Imprinting your school or club logo on pens, bags, towels, t-shirts or even drinkware is another way to promote the school or school related associations.



If you are a school, parent or governor looking to raise that much needed additional money, please do not hesitate to contact us to discuss your requirements.



Please call and we would be happy to discuss your requirements with you and provide you with a quotation.





School Website

Your school needs an internet presence both to reassure existing parents as well as presenting important information to potential new parents.

At A P Design we understand the importance of simple, well designed, user-friendly websites which works together with other marketing materials to reflect the standards and ethos of the school.

We work with you to establish the appropriate content of your site, design a site structure and method of navigation, together with layouts for the agreed number of page styles appropriate to your objectives. We advise on suitable website hosts and costs, as well as an update programme to keep your website current.



Please call and we would be happy to discuss your requirements with you and provide you with a quotation.



e-Newsletters

An informative, cost effective and convenient way of communication

Most parents will have their own email addresses and as a forward-thinking school you will be collecting this information alongside other contact details. eNewsletters are a very convenient and cost effective method of communication.

eNewsletters are embedded within the body of the email (there is no attached file) and can be controlled and distributed very simply using your own computer system without the need to send your database to third parties.

Successful e-newsletters are all about the content and at A P Design we have the knowledge and experience to provide your school with an easy-to-use service.



School newsletters

informative, relevant and timely

School newsletters have the benefit of keeping the lines of communication open between the school and your parents.

These newsletters should focus the content on informing your parents of the latest advances in teaching and care that would benefit their children. Featuring new technology, specific services you offer, together with a who's who in the school will ensure that your newsletter is informative, relevant and timely.

There are a variety of ways of distributing your newsletter, depending on your budget and we would be happy to discuss the options available to you.



Please call and we would be happy to discuss your requirements with you and provide you with a quotation.

