



CHILDREN'S HOUSE  
**MONTESSORI**

Nathan McGilvray  
Matt Beliveau



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# INTRODUCTION

Children's House Montessori is an intimate school, located in the vibrant community of West Roxbury, MA. The school provides a rich education based on the child-centered philosophy and principles of Dr. Maria Montessori

Although the school is located at Temple Hillel B'nai Torah, Children's House Montessori is not a religious school. They foster a multi-ethnic environment that recognizes diverse cultural perspectives among the children and staff. They welcome family participation in sharing their own customs.

At Children's House Montessori, the focus is to develop and nurture a child's intrinsic love of learning, discovery, independence, and sense of community.

Each student experiences

- Learning inspired by free choice
- Hands-on learning with beautiful, authentic materials
- Cultural diversity with children from many different cultural and ethnic backgrounds
- Balance of freedom and personal responsibility
- Motivating environment, prepared for the individual child's needs
- Certified teachers, dedicated to the Montessori philosophy
- Strong home/school communication

# SEVEN QUESTIONS

## WHERE DO WE COME FROM?

We base our teaching style on the alternative Montessori method started in Italy in the early 20th century. We come from an experienced educational background. Located in West Roxbury, Massachusetts, our building is an old Jewish temple. However, our teachings are not heavily religious.

## WHAT ARE WE GOOD AT?

We are good at teaching. In the classroom, we have seven main topics of education: a practical life, sensorial, language, mathematics, science & geography, movement and the arts, and peace. We are open to all cultures and provide an all-inclusive environment. We foster a multi-ethnic environment that recognizes diverse cultural perspectives among the children and staff.

## WHAT DO WE BELIEVE IN?

We believe in the Montessori philosophy and everything that comes with it. Maria Montessori was a revolutionary and visionary thinker in the field of education. She shifted attention away from the traditional teacher-directed learning model, and focused on a learner-centered one. By recognizing a child's natural desire to learn and providing them with scientifically-designed materials, each child develops concentration, coordination, independence, and a regard for order. We want to instill a genuine love of learning in each child.

## WHY DO WE DO ALL OF THIS?

There are three simple reasons. First, we believe in learning. Second, we want to teach children for the future. Lastly, we are passionate about helping and inspiring our students.

## WHOM DO WE SERVE?

We serve the community of West Roxbury, Massachusetts, including the parents of our students. Most importantly, we serve the students that we help to develop at a young age. We aim to please parents, who are looking for a place for their children to grow and to show educational results of the highest quality.

## HOW DO WE ACT?

We act by teaching and inspiring our students. We like to give our children a far more hands-on experience in the classroom, as opposed to what our competitors offer. But for us, it is not a competition. We provide an individualized experience, educating parents on what they can do to help their child's development.

## HOW ARE WE DIFFERENT?

Because we are based just outside of Boston, our classroom is very diverse. We encourage learning inspired by free choice. We provide a hands-on experience with beautiful, authentic materials. These authentic materials are of the highest, museum-level quality from all over the world. Our classroom provides a balance of freedom and personal responsibility for our students. We provide a highly motivating and inspiring environment. At our school, we employ some of the most dedicated teachers in the business. We aim to encourage strong home and school communication for parents. The real question is: From who are we different?

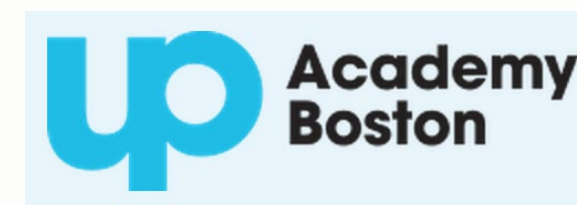
We are different from public schools, charter schools, Waldorf schools, and Catholic schools. We are a better option than home pre-schooling and a far smarter option than leaving your child with a babysitter.



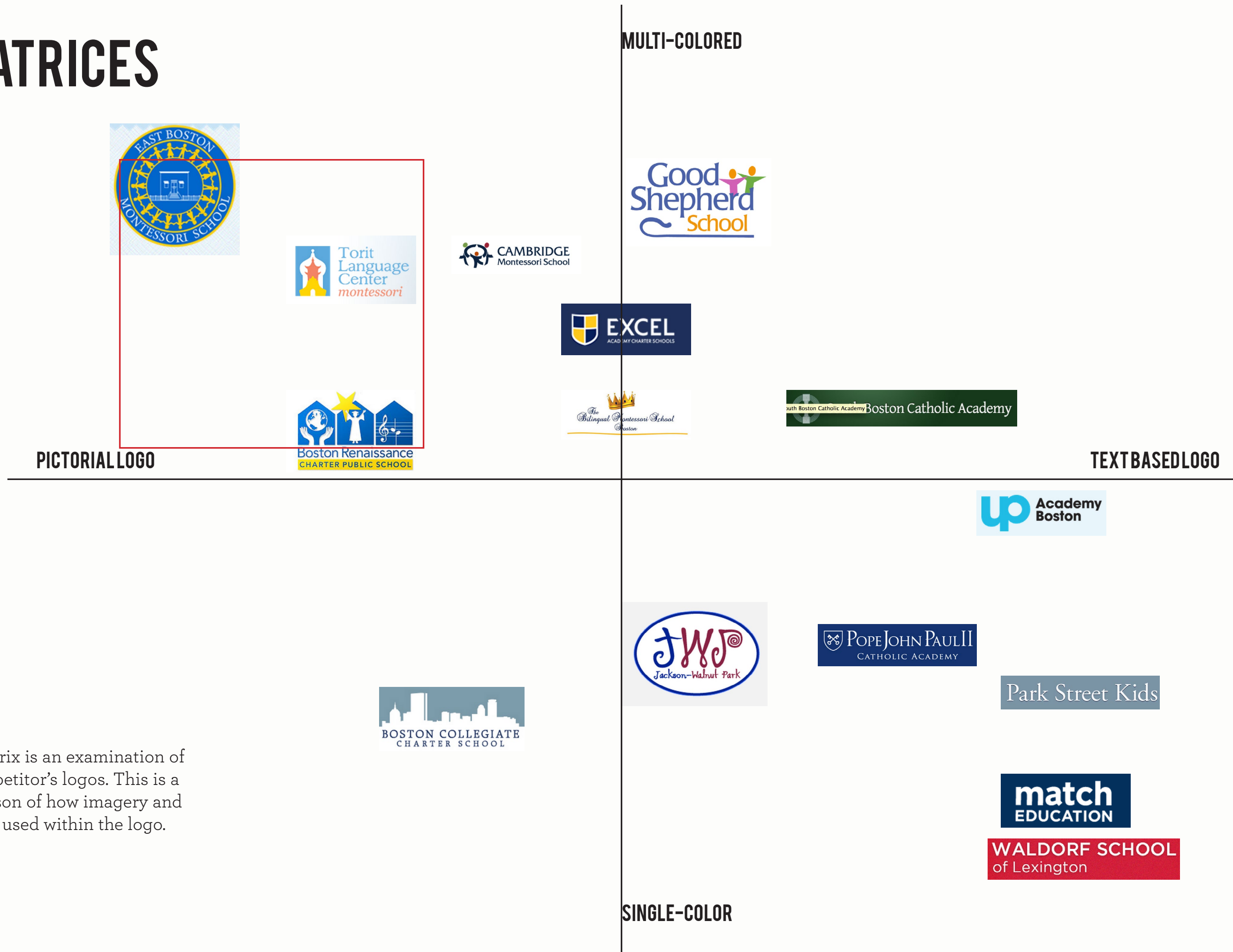
**RESEARCH**



# COMPETITORS



# MATRICES



This matrix is an examination of our competitor's logos. This is a comparison of how imagery and color are used within the logo.

WALDORF SCHOOL  
of Lexington

Park Street Kids



EXPENSIVE



TEXT BASED LOGO



AFFORDABLE

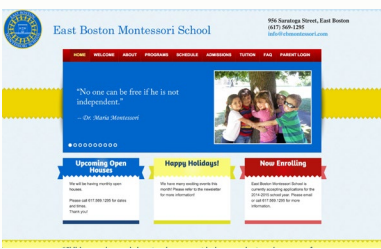
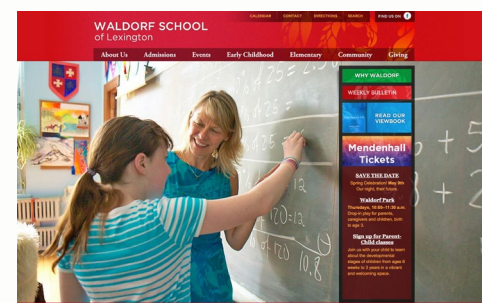
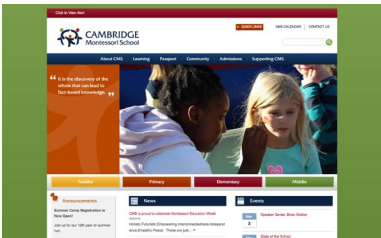


This matrix is an examination of how heavily text is used within a logo in reference to the cost of the school.

PICTORIAL LOGO

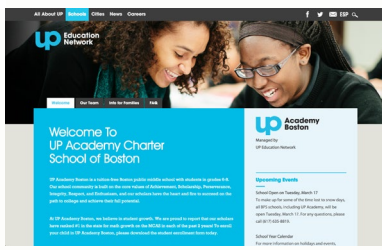
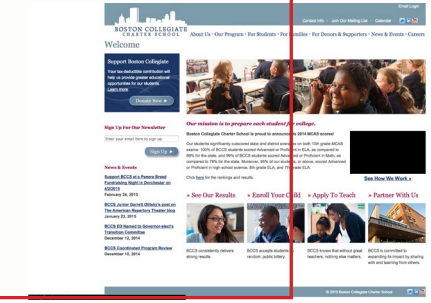
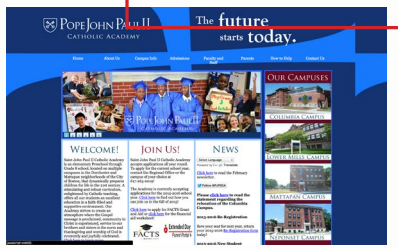
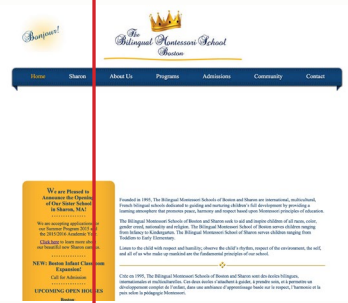
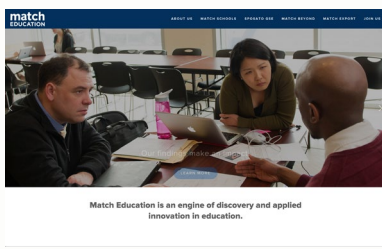


WARM COLORS



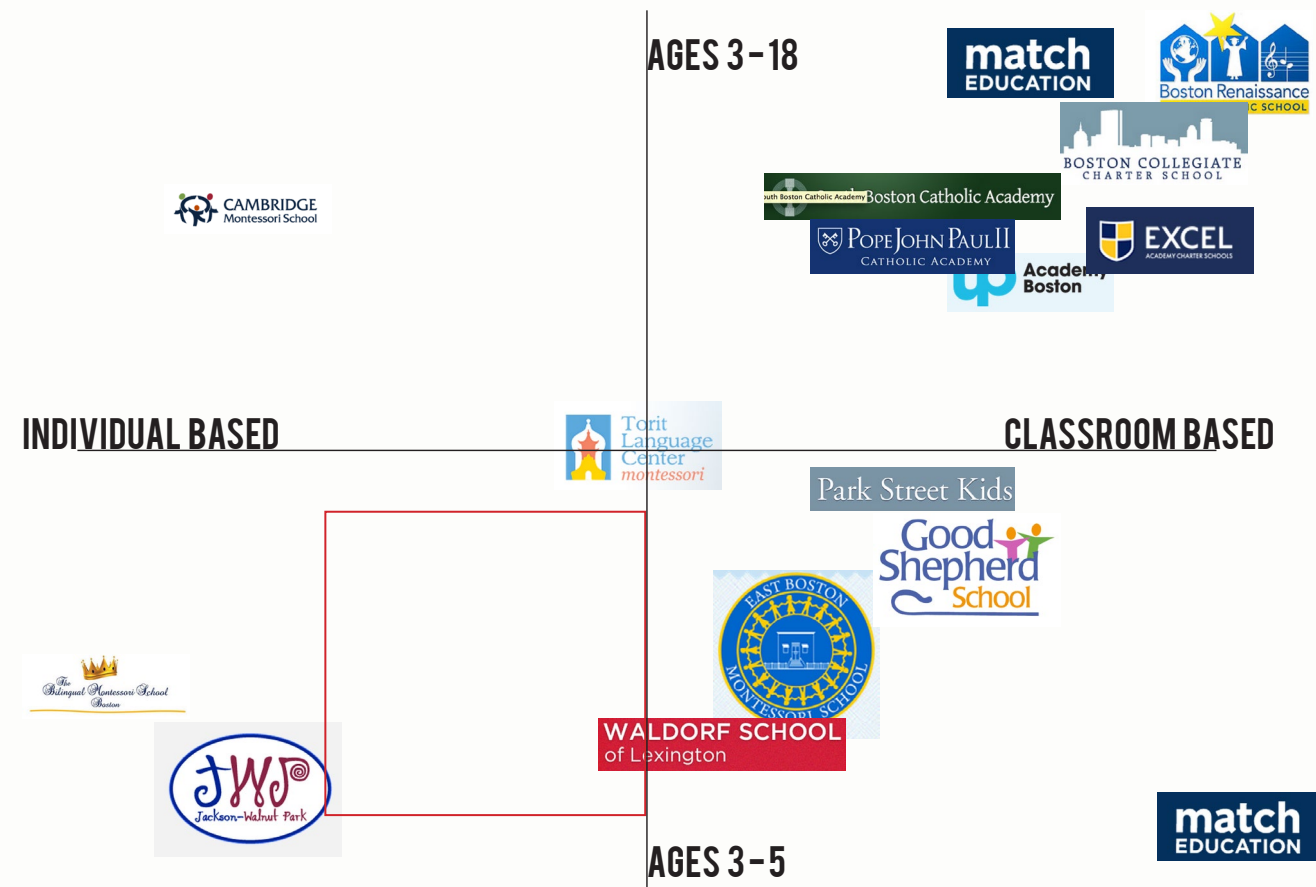
INFO BASED

PICTURE BASED

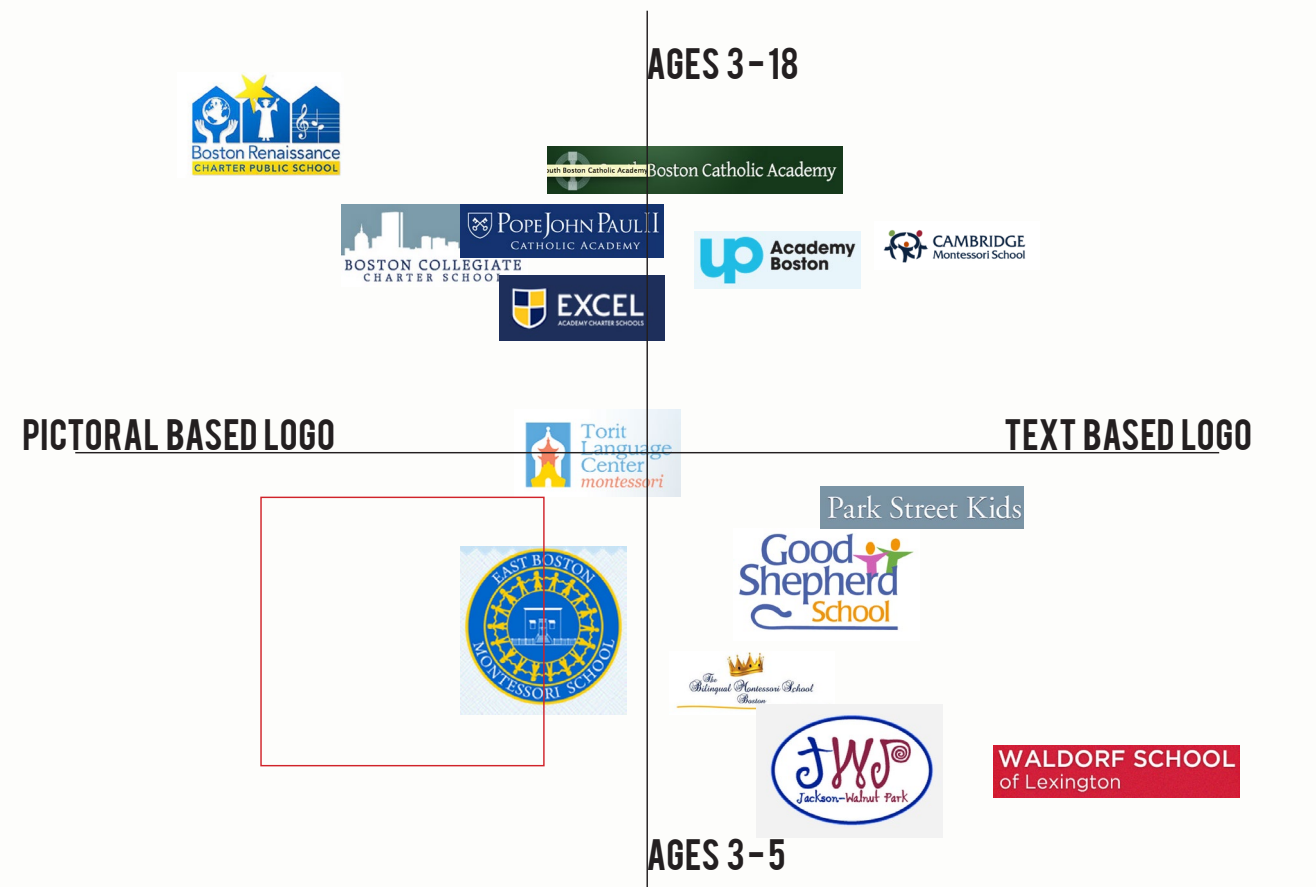


COOL COLORS

This matrix is an examination of the websites of our competition; specifically, whether or not the site was based heavily on image or text, and the color palette used within the sites as well.

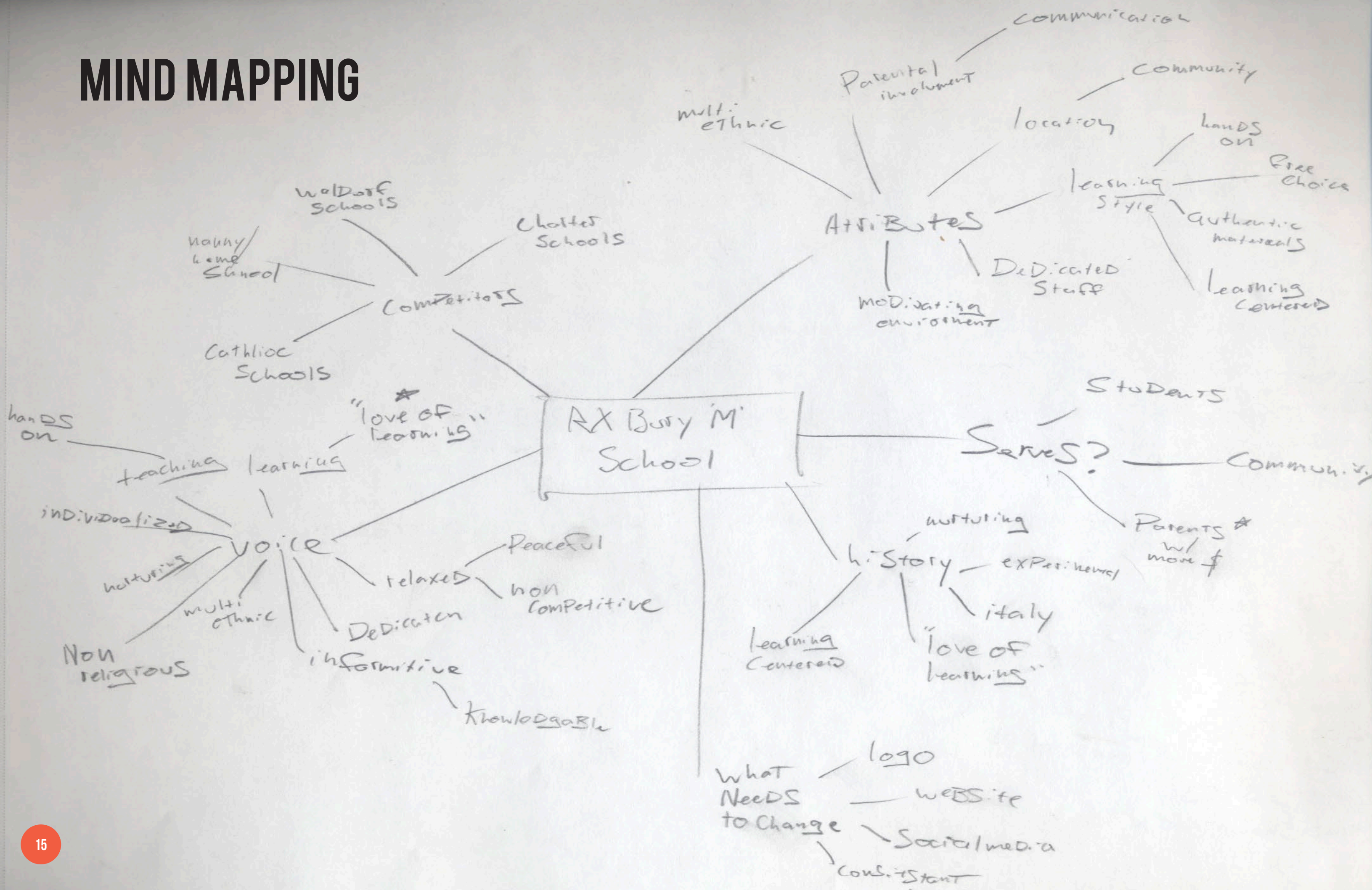


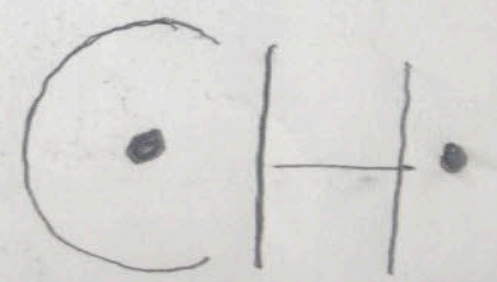
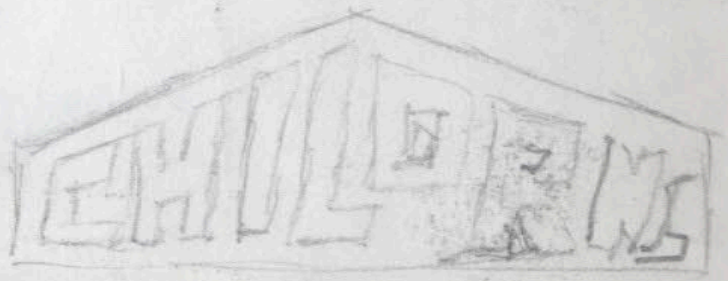
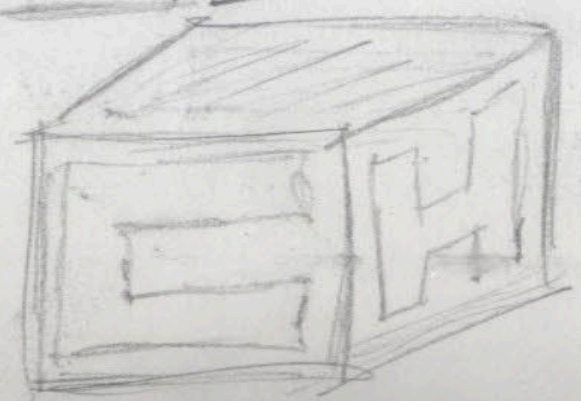
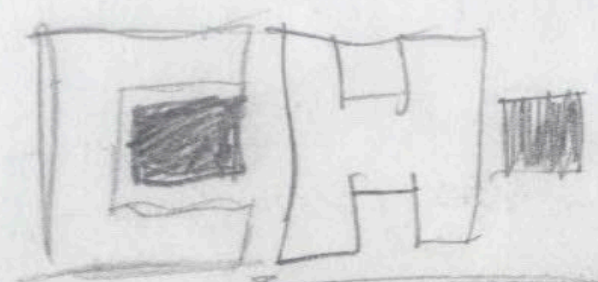
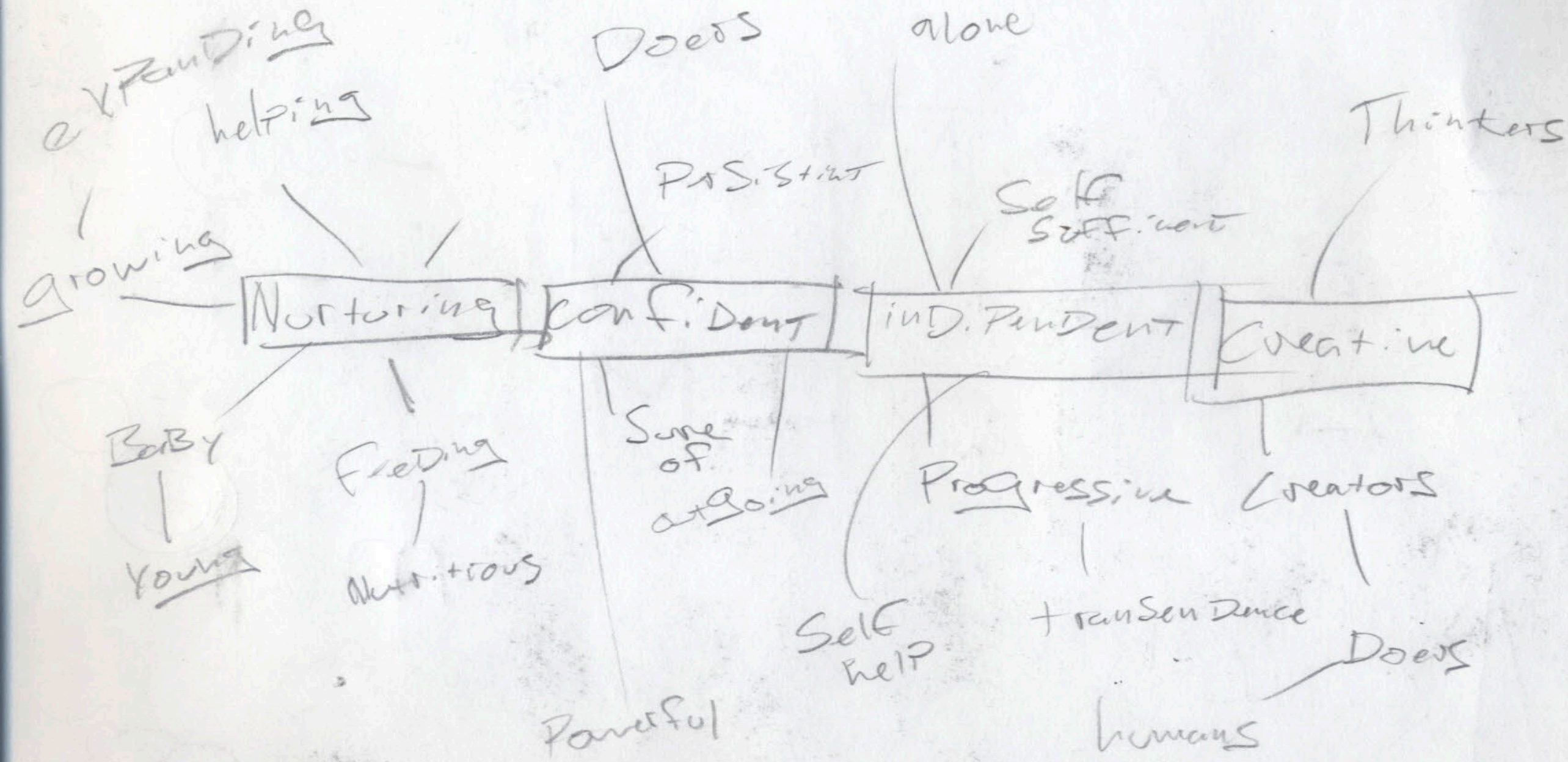
This matrix is an examination of our competition for the ages that they have in their classrooms and how their classes are taught.



This matrix takes the average age range of our competitor's schools and examines how the logo is designed based on that age range.

# MIND MAPPING





# BRAND BRIEF

## Core Purpose/Positioning

To instill a genuine love of learning in young students to carry with them throughout their lives, while providing a peaceful, non-competitive, multi-cultural environment with a dedicated staff, trained with the trusted Montessorri approach to teaching.

## Stakeholders/Serves to

- Students
- Parents
- Teachers
- Community

## Attributes

- Multi-ethnic
- Motivating environment
- Hands-on learning
- Dedicated teachers
- Strong parental involvement and home communication
- Use of authentic materials
- Learning inspired by free choice
- Individualized approach



*“Nurturing confident,  
independent, and  
creative students.”*

## Key Services

- We offer young students a peaceful and motivating learning environment to grow.
- We offer parents peace of mind when it comes to their child's education, and we encourage strong home involvement.



## Value Proposition

A strong education is the most valuable foundation we can offer, based on 100 years of experience, solid research-based evidence, Montessorri principles, and academic methods.

## Vision/Mission

Our mission is to instill a love of learning with young students that will stay with them for a lifetime. We are privileged to be guiding the next generation of peaceful, joyful learners

## Competitive Advantage

Compared to the competition, we provide students with a more individualized, hands-on approach to teaching and learning. We pride ourselves in our commitment to get the home front involved with the child's education.

## Similar Organizations

- Cambridge Montessori
- Bilingual Montessori
- East Boston Montessori
- Boston Renaissance Charter
- Match Charter
- South Boston Catholic
- Good Shepard School
- Park Street Kids



# CREATIVE BRIEF

## TEAM GOALS

Grow Client Base  
Increase Involvement  
Have a Consistent Message (Both Visual and Educational)  
Website  
Logo  
Brand identity in general  
Communicate an expertise in child education

## COMMUNICATION GOALS

Communicate experience in child education  
Build relationships with parents  
Celebrate a multi-ethnic environment  
Provide measurable outcomes

## CRITICAL APPLICATIONS

New Logo  
Website  
Social Media  
Poster Series  
Outdoor Advertisements  
Apparel and Collateral  
Tradeshow Booth



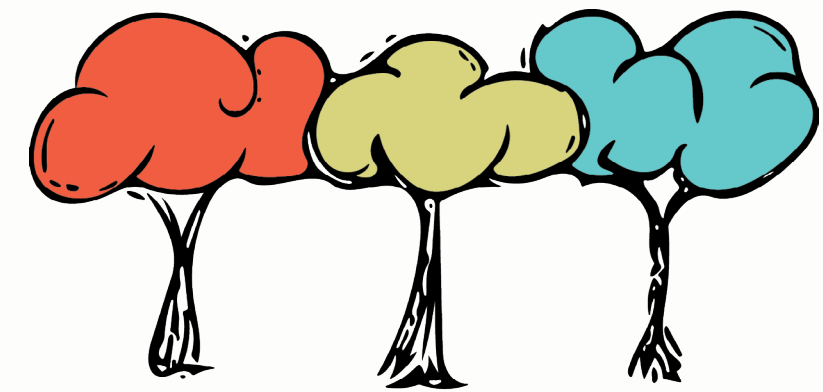


**LOGO**

## OLD LOGO



## NEW LOGO



CHILDREN'S HOUSE  
MONTESSORI

We found that the old logo of Children's House Montessori was weak and outdated. The new logo follows the current trend of flat graphics over skeuomorphic graphics, and has a "drawn-out" quality to it. The logo uses three colors, all commonly found within various cultures around the world, to portray the multi-cultural environment of the school. The logo uses the "sketched out" aesthetic to seem more friendly toward anyone attending this school. The type choice is far more suited to a youth education environment.

Nurturing Conf: Darts, Independent, and Creative Thinkers

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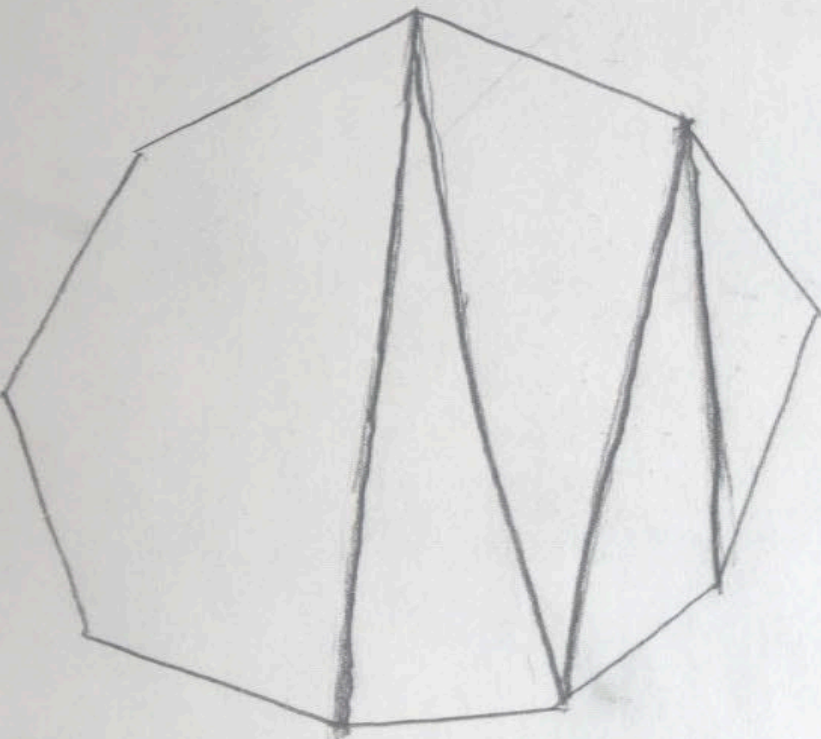
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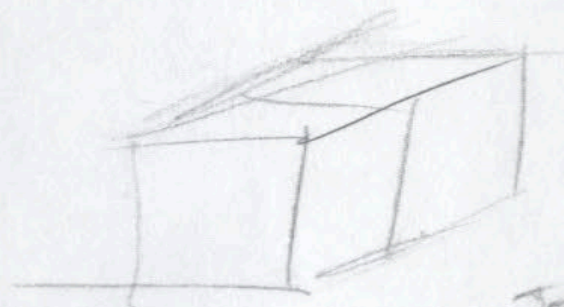
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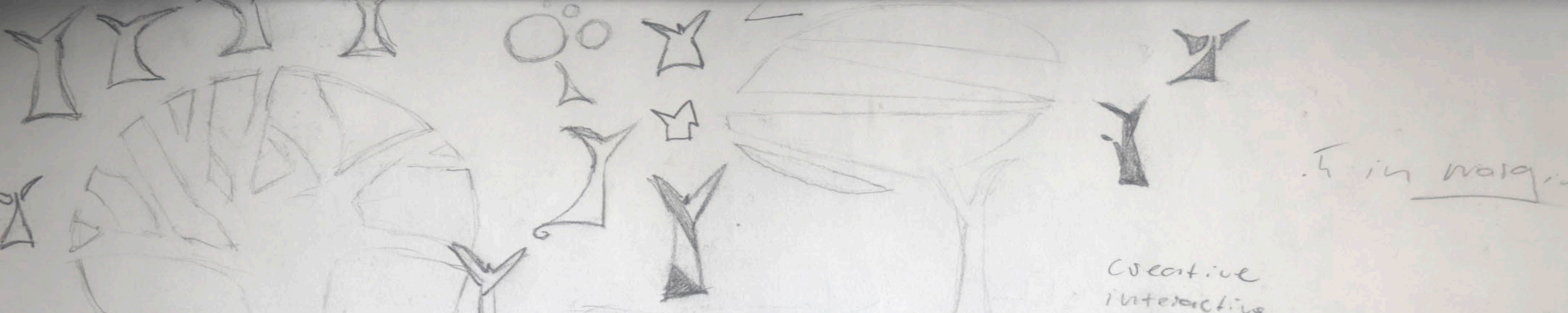
C



C H  
m

Birds  
lightbulb / tree / earth  
Root worm  
Sun  
cloud.

Ich

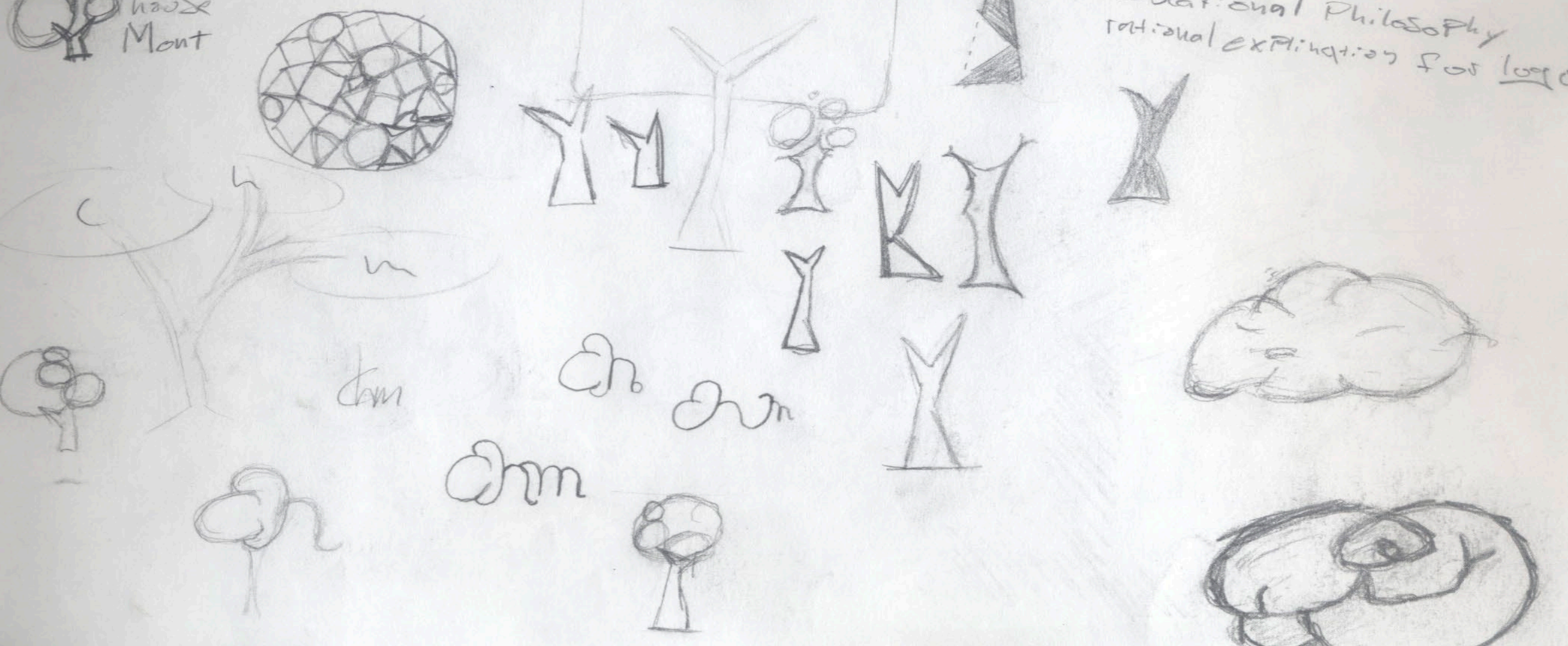


in margin

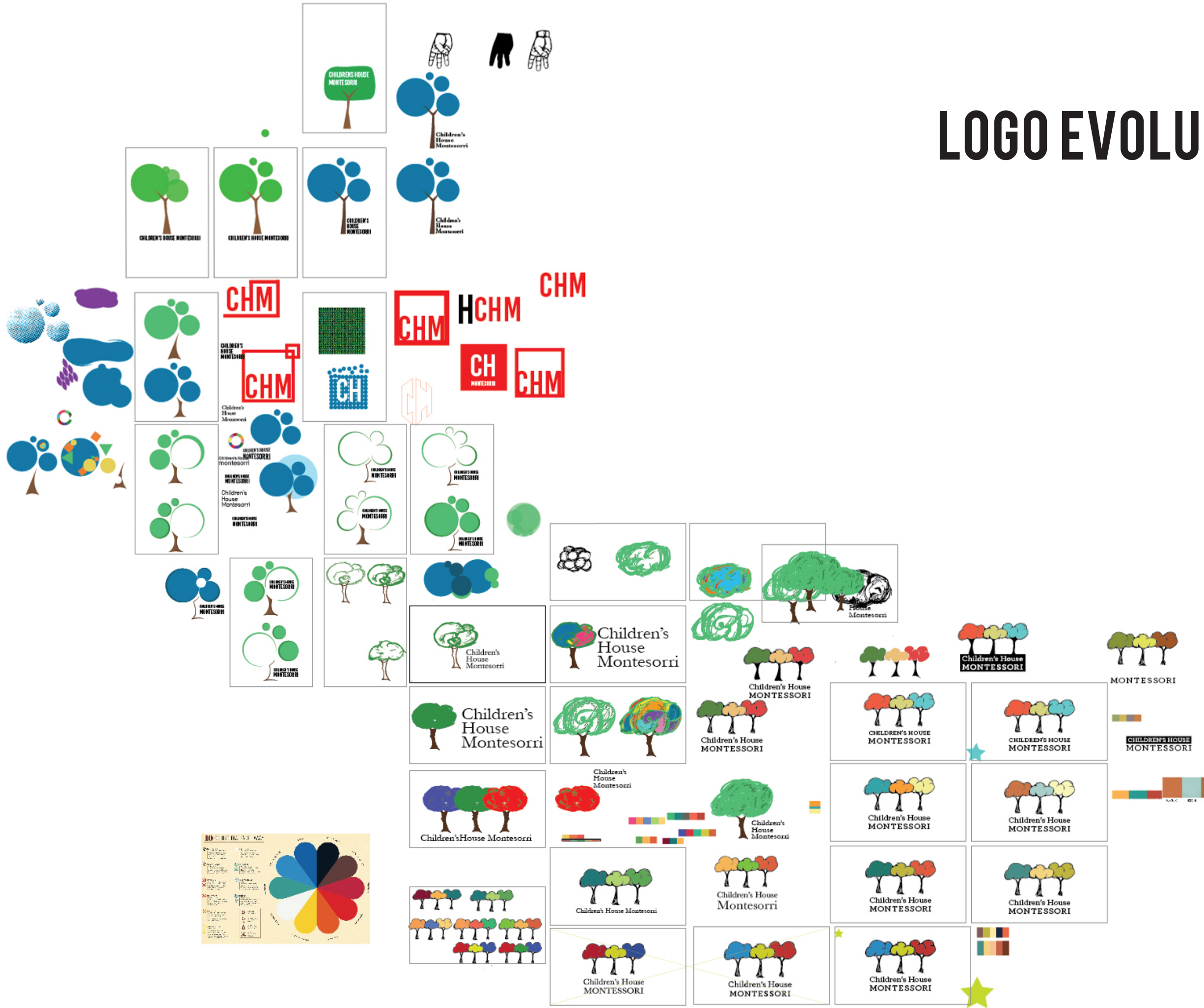
Child  
house  
Mont

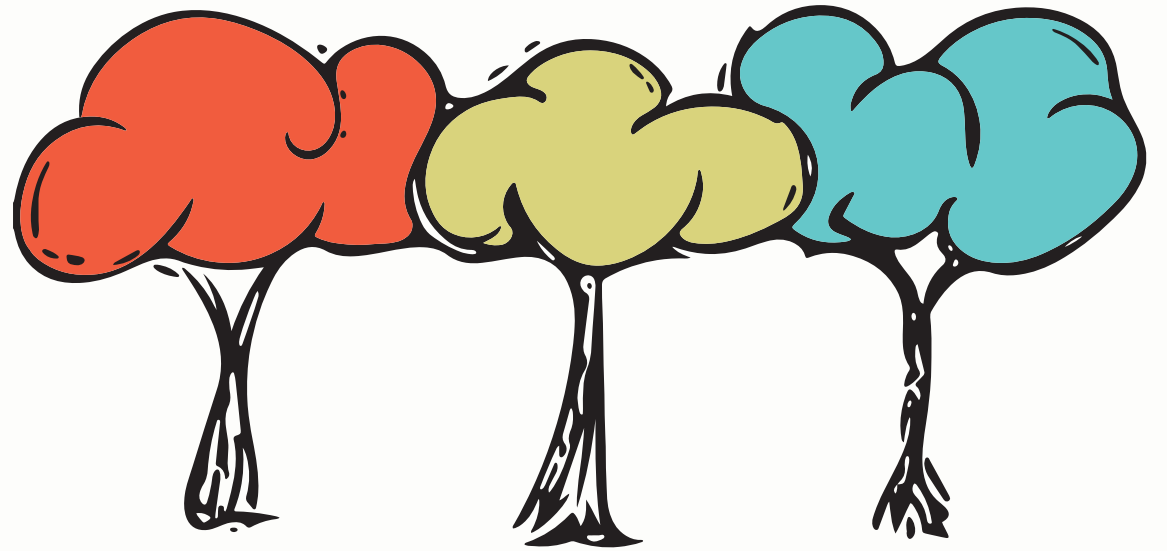
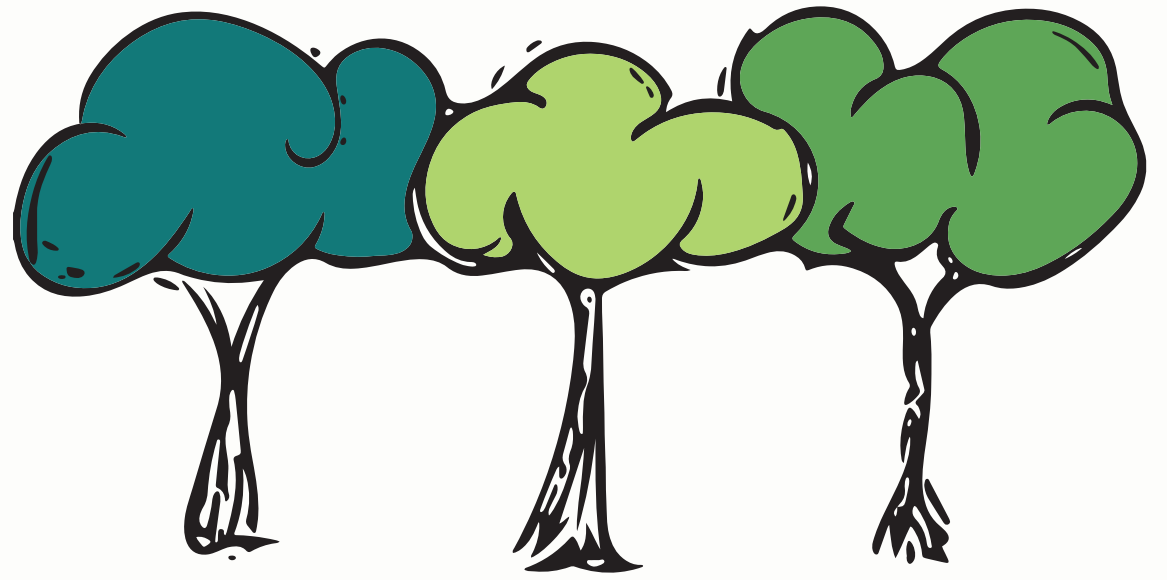
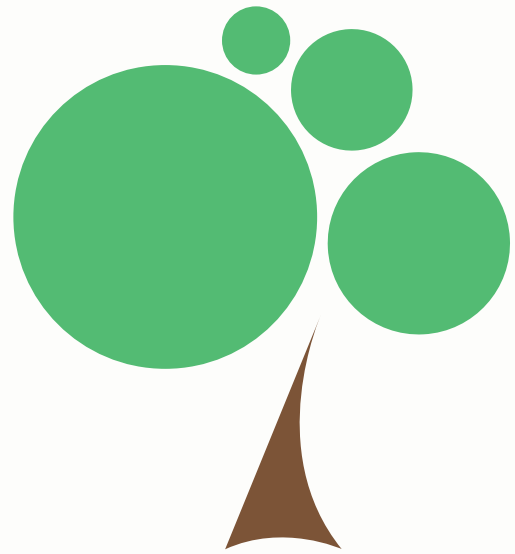
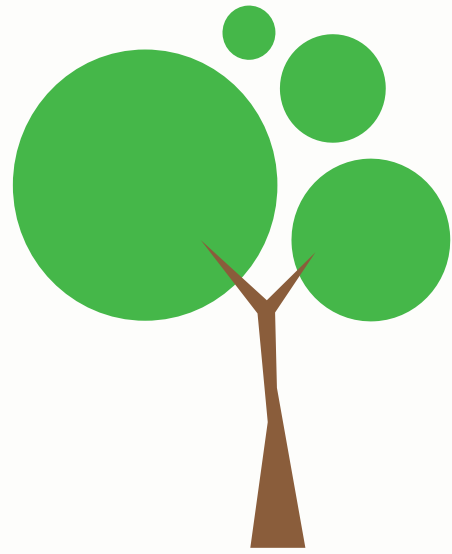
Children's  
House

Creative  
interactive  
alternative  
out-of-the-box  
more air  
educational philosophy  
rational explanation for logo



# LOGO EVOLUTION





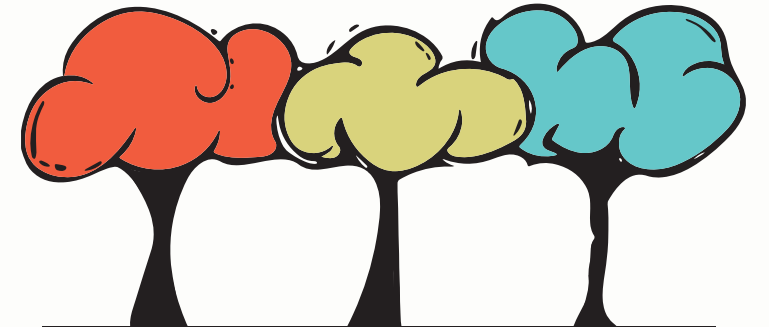
# TYPE EXPLORATION



Children's House Montesorri



Children's House  
MONTESSORI



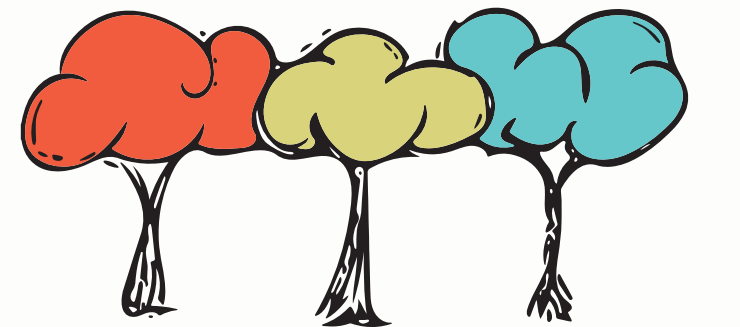
Children's House  
MONTESSORI



CHILDREN'S HOUSE  
MONTESSORI



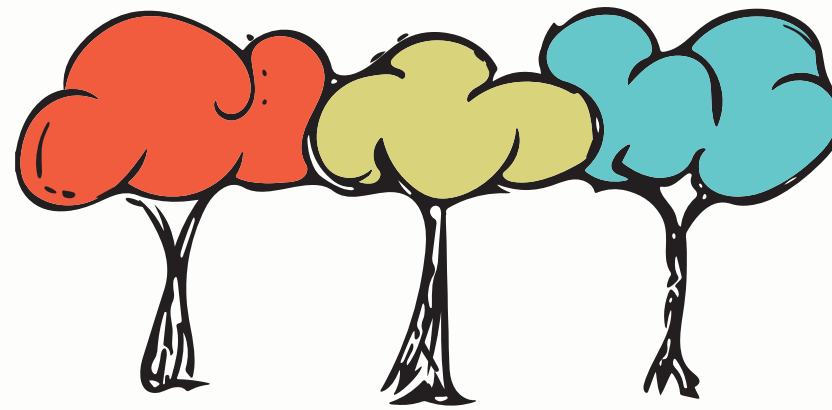
Children's House  
MONTESSORI



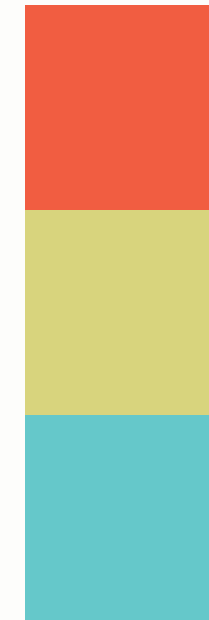
Children's  
House  
Montesorri



# LOGO RULES



CHILDREN'S HOUSE  
MONTESSORI



C: 0 M:79 Y:79 K:0

Red Sky Salmon

C: 17 M:9 Y:63 K:0

Desert Yellow

C: 56 M:0 Y:24 K:0

Humpback Blue

1. Do not unstack type underneath trees.
2. Do not change logo type to anything other than uppercase.
3. Do not put logo on black or dark color
4. Do not crop logo.
5. Do not skew logo.



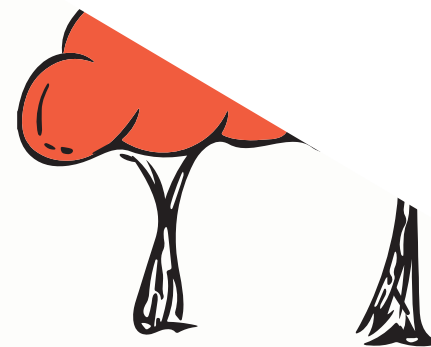
CHILDREN'S HOUSE MONTESSORI



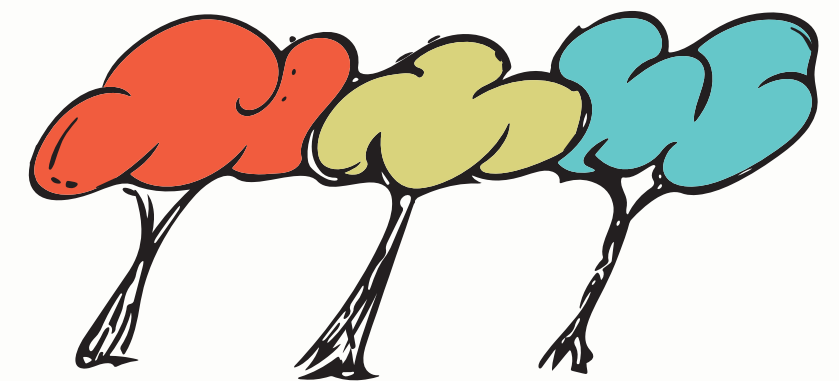
children's house  
montessori



CHILDREN'S HOUSE  
MONTESSORI



CHILDREN'S HOUSE  
MONTESSORI



*CHILDREN'S HOUSE  
MONTESSORI*



# **APPLICATIONS**



# OLD WEBSITE



# REDESIGNED WEBSITE



CHILDREN'S HOUSE  
MONTESSORI

Information icon (i)

- About Us
- About Montessori
- Our Mission
- Size and Location
- What Makes Us Special?
- Families Say

Graduation icon (cap)

Books icon (stack)

Envelope icon (mail)

Down arrow icon

CHILDREN'S HOUSE  
MONTESSORI

Information icon (i)

- Tuition
- Payment Options
- Helpful Information

Graduation icon (cap)

Books icon (stack)

Envelope icon (mail)

Down arrow icon

CHILDREN'S HOUSE  
MONTESSORI

Information icon (i)

- Programs
- Calendar
- Photo Gallery

Graduation icon (cap)

Books icon (stack)

Envelope icon (mail)

Down arrow icon

CHILDREN'S HOUSE  
MONTESSORI

Information icon (i)

Graduation icon (cap)

Books icon (stack)

Envelope icon (mail)

Up arrow icon

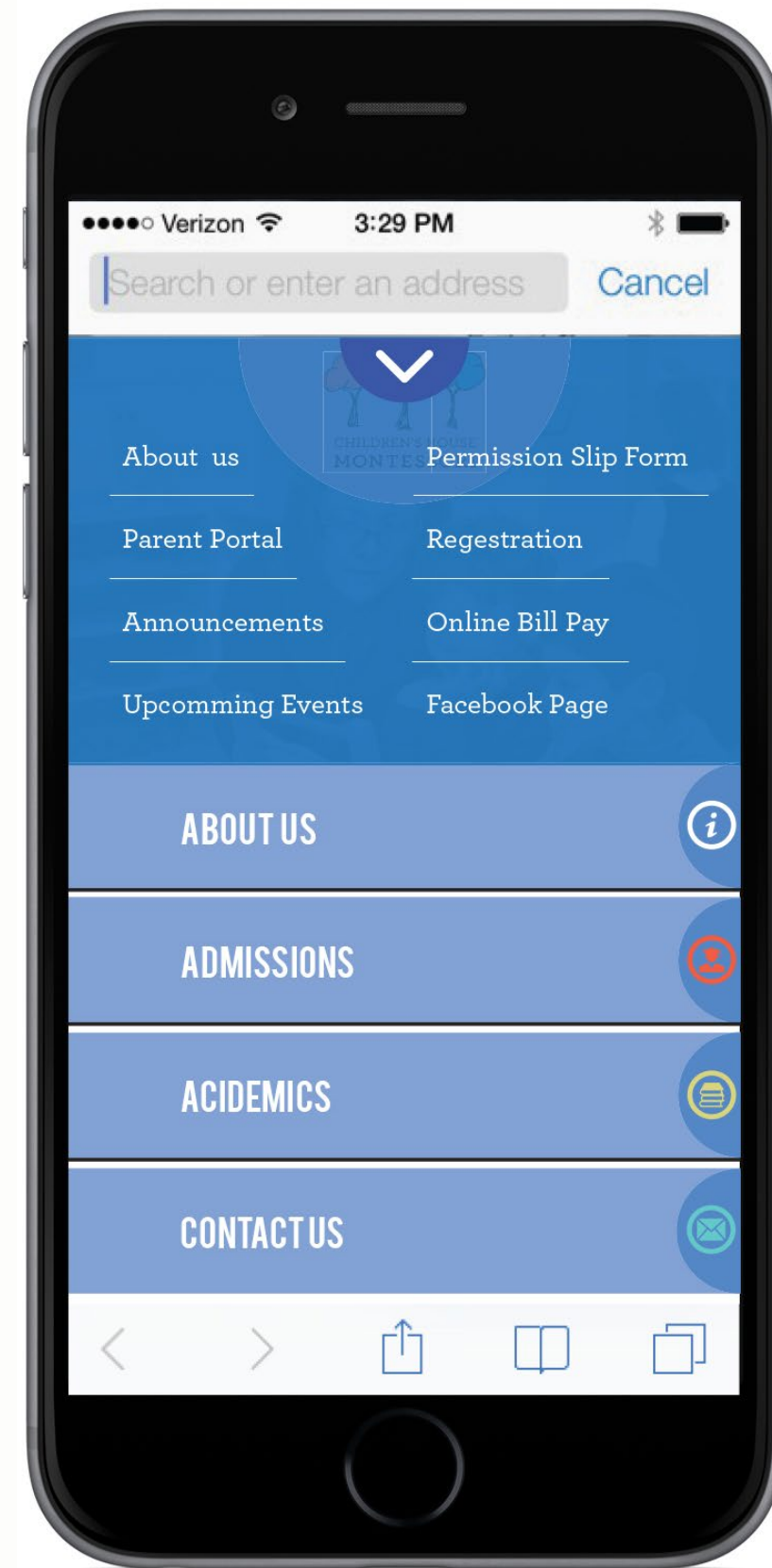
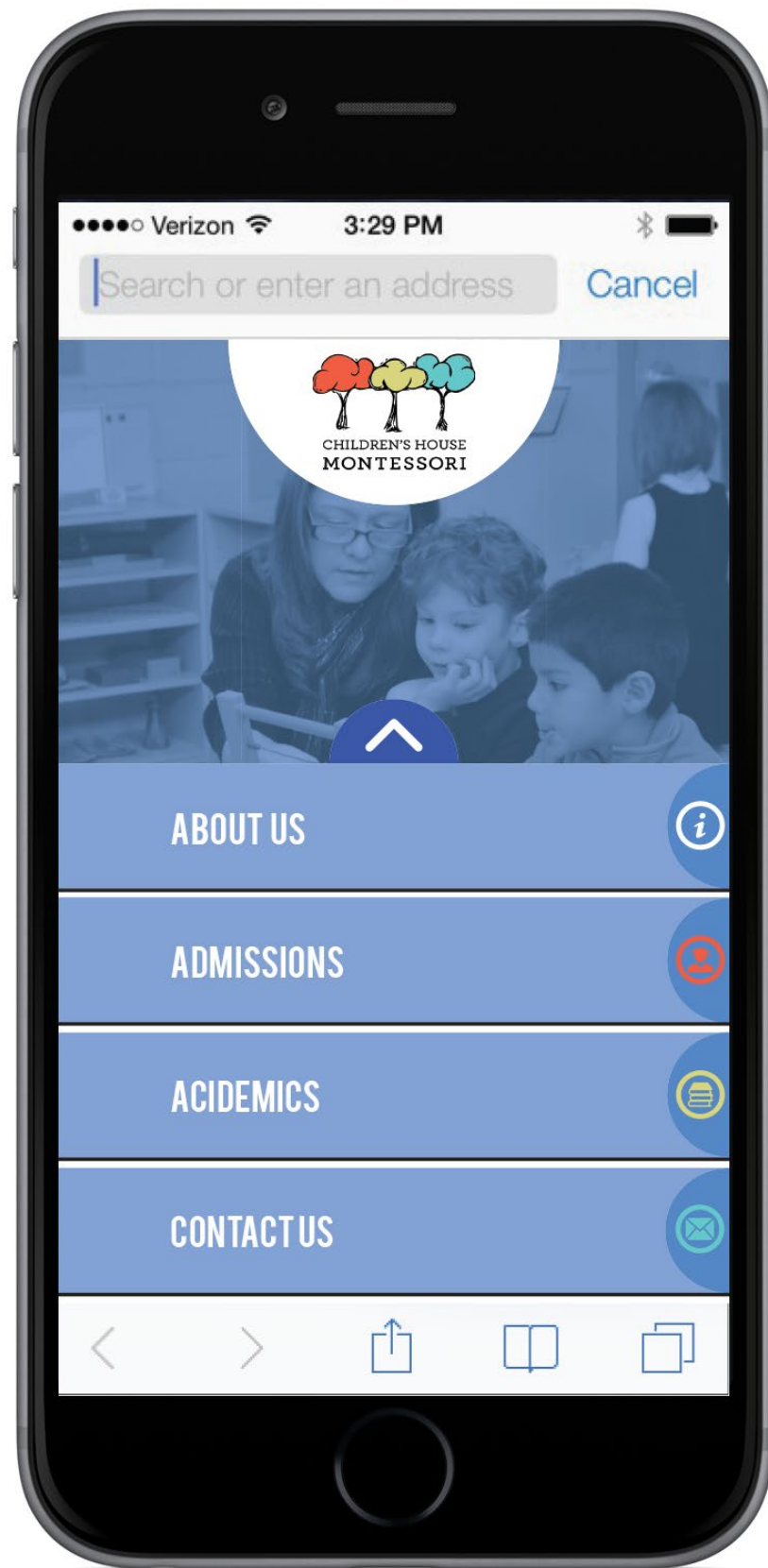
### QUICK LINKS

- Current Students
- Parent Portal
- Announcements
- Upcoming Events
- Permission Slip Form
- Registration
- Online Bill Pay
- Facebook page

### April


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

Hover over a blue square to see the days events, announcements, or updates



# SOCIAL MEDIA

f CHILDREN'S HOUSE MONTESSORI
Children's House Home



**Children's House Montessori**  
childrenhousemontessoriwrox.com

Like Follow Message

Timeline About Welcome FWB More

**THIS WEEK**

UNREAD

5 Notifications

8 Messages

Recent

2012

**About Children's House Montessori**

Children's House Montessori School, under the direction of Paula Granofsky, provides a warm, nurturing, and stimulating...

childrenhousemontessoriwrox.com

ABOUT

120 Corey St.  
West Roxbury, Massachusetts

617-325-2233

APPS


Welcome

About

Academics

PHOTOS

Children's House Montessori changed their cover photo.  
3 minutes ago




Like · Comment · Share

Children's House Montessori  
April 24, 2015

We are very excited to announce that next week we will be going on a field trip to the Museum of Science in Boston next week!

Like · Comment · Share

Children's House Montessori created an event.  
April 24, 2015



**Museum of Science Field Trip**  
Friday, May 1, 2015

Join

Like · Comment · Get Notifications · Share

Children's House Montessori  
April 23, 2015

We had a great time today learning about frogs. Pictures to come soon.

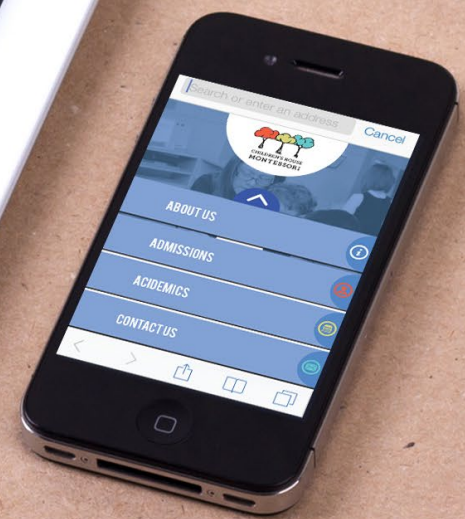
Like · Comment · Share

English (US) · Privacy · Terms · Cookies · More · Facebook © 2014



# COLLATERAL







CHILDREN'S HOUSE  
MONTESSORI

[childrenshousemontessoriwrox.com](http://childrenshousemontessoriwrox.com)  
617.325.2233

# POSTERS AND ADVERTISEMENTS



**Nurturing Confident, Independent,  
and Creative Students.**

childrenhousemontessoriwrox.com  
617.235.2233



**Nurturing Confident, Independent,  
and Creative Students.**

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# TRADE SHOW BOOTH



Children's House Montessori  
Rebrand

Nathan McGilvray  
Matt Beliveau