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
Creative Exploration
Idea 1: Guide
Compass
Navigate
Elevate

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

Guide the way.

Guide the way.

Guide the way.
**Idea 2: Connect the Dots**

Visual maps, like teachers, help learners:

<table>
<thead>
<tr>
<th>Brainstorm ideas</th>
<th>Create structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reveal relationships</td>
<td>Emphasize importance</td>
</tr>
<tr>
<td>Explain processes</td>
<td>Discover patterns</td>
</tr>
<tr>
<td>Tell stories</td>
<td>Visualize timelines</td>
</tr>
<tr>
<td>Encourage organic growth</td>
<td>Describe space</td>
</tr>
<tr>
<td>Identify parts of a whole</td>
<td>Show trajectory</td>
</tr>
</tbody>
</table>
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.
Teach
Brand Architecture: Content Areas

Teach Science

Teach The Arts

Teach Language
Brand Architecture: Content Area Application
Brand Architecture: Recruitment Campaign

TeachUS

TeachNYC

TeachSeattle
Brand Architecture: Recruitment Campaign Application
NURTURE BRILLIANCE.

HELP POTENTIAL BLOSSOM.

Teach

Teach
CHANGE THE WORLD.

Teach
A TEACHER AFFECTS ETERNITY: HE CAN NEVER TELL WHERE HIS INFLUENCE STOPS.
– Henry Adams
EXPAND SOMEONE’S UNIVERSE.

REVEAL THE BEAUTY OF DISCOVERY.

CULTIVATE KNOWLEDGE.
Teach LOGIC
Teach CURIOSITY
Signage
Branded Gear
School Pride Campaign
The Visual Language At Large
A TEACHER AFFECTS ETERNITY: HE CAN NEVER TELL WHERE HIS INFLUENCE STOPS.

– Henry Adams
Thank you.