

Dobbs Ferry School District

Building a New Community Brand

How can design raise your profile? Tracy Baron, President of Dobbs Ferry School's Board of Education says, "I hear parents say things about Dobbs Ferry schools being, *cutting edge*, and, *ahead of the curve*, and *forward thinking*, and these are not things we used to hear. I absolutely believe that our branding effort is responsible for this shift in our image among both current and prospective parents."

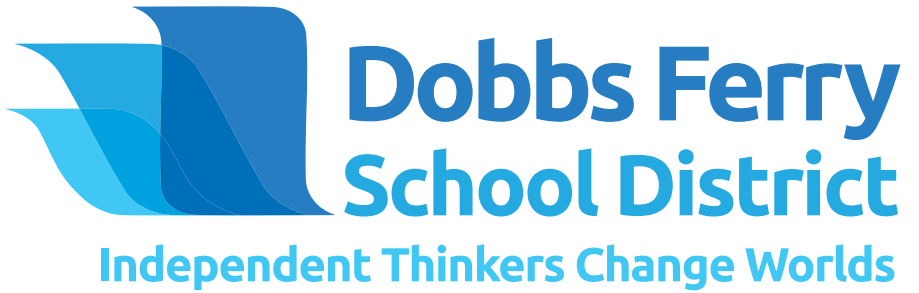
We designed a new logo named "pages of progress," and a new communication system that unites the visual integrity of the District and its four schools. Brand Guidelines ensure consistency for the District's communication.

"Langton Creative was able to capture our innovative spirit and the unique international education that we provide in our schools."

LISA BRADY
SUPERINTENDENT
DOBBS FERRY SCHOOL DISTRICT

Branding
Corporate Identity
Logo
Communication Strategy

SERVICES



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