

An abstract graphic composed of several thick, bright blue lines of varying thicknesses and curves, set against a solid black background. The lines form a complex, organic shape that resembles a stylized eye or a series of overlapping loops. The lines are positioned in the upper and right portions of the frame, with some extending towards the center.

*Is your brand
helping your school
to stand out
or blend in?*



*I am just so blown away by what
an amazing job you and your team
have done. You have done so much
more than create our website, you
have helped to formulate just who
we are as a school right now.*

Mr S Clarke

Headteacher | West Kirby Grammar School

Why did you decide to approach Exesios for support?

Once we had decided to embark on this journey of re-establishing our vision and values, it became clear that we needed a new platform to do this and that our website was the key starting point. We knew that we wanted more than just a website though;

we wanted a renewed sense of brand

and improved communication

with both our school and the wider

community.

We began by researching current school websites and their designers before we quickly realised that what we were searching for was something bespoke and more unique than we were finding. I spoke to my brother who is a Creative Director for Microsoft in Seattle and he recommended contacting Exesios as his professional contacts suggested that we would be getting a London Agency but based in Stoke and that the regional connection might benefit us. I'm so glad that he did suggest them because, after meeting with many different agencies, it was immediately clear that Exesios were going to be the ones that really invested in our vision for our school and how we could communicate it.

Mr S Clarke

Headteacher | West Kirby Grammar School

What was it like working with Exesios?

Working with Exesios was never

anything less than a complete

pleasure. Working with the team

is like becoming part of their family.

Exesios are a small but incredibly talented group with the skills and creativity to deliver anything you can imagine, and often far more! They are passionate about what they do and are determined to deliver beautiful work that is perfectly suited to their client. For me, it was a fantastic project and a real journey as we discovered just how far we could take our School vision and how it could lead to improvements in so many areas.

Mr S Clarke

Headteacher | West Kirby Grammar School

What was the end-result and how is it helping your school?

*I'm not quite convinced we've
reached the end!*

The website itself is stunning and perfectly encapsulates everything we originally described in the school that we have and aspire to be. It provides a customisable and tailored experience for each individual that engages with it and has already drastically improved parental and student engagement. The new signage has immediately modernised your first impression of the school and sets the tone perfectly upon arrival. The new prospectuses, course guides and marketing material have instantly improved the clarity of our message and allowed us to communicate our school ethos more quickly and to a wider audience. We are continuing to adopt the new brand in every aspect of school life and are seeing a renewed engagement with our philosophy because of it.

*What makes your
school unique?*

Whilst the mere mention of the word 'marketing' might arouse a degree of cynicism in the education sector, increasing competition to attract students and staff means that it's more important than ever for schools to proactively communicate their offering.

But engaging with your target audience is easier said than done. The digital era has created multiple channels through which to send your message, but it's also created a cacophony of noise with multiple providers vying for limited attention.

So how do you stand out?...

*The starting point
for all effective
marketing is a
strong brand.*

*Your brand should clearly and confidently
articulate your school's purpose and values
to pupils, parents, staff and the wider
community.*

It should ensure that all touchpoints are professional and consistent, from your website and social media presence through to signage and prospectuses, letting people know in an instant what's special about your school.

Not only will this help in attracting new pupils and the best staff, it will also help to build a stronger sense of pride and belonging amongst your existing school community.



*helping West Kirby
Grammar School
to shine*

choose teamwork

.....

Select an entry point to tailor
your experience

CURRENT

PROSPECTIVE

*We recently helped West Kirby Grammar School
to redefine its brand, at the same time creating a
new website, prospectuses and signage.*







Following an initial briefing session with members of the school's leadership team, we developed a new brand identity framework based around the theme of choice. In addition to the school's academic success, we decided that the messaging needed to build an emotive connection with stakeholders, explaining how the choices we are presented with as children help to shape our futures and define who we become.



The messaging was brought to life with stunning imagery, captured over two fun-filled days of photography on site with the enthusiastic support of pupils and staff.











*The visual design of the website,
prospectuses and signage introduced
a more contemporary feel whilst still
maintaining the school's heritage.*

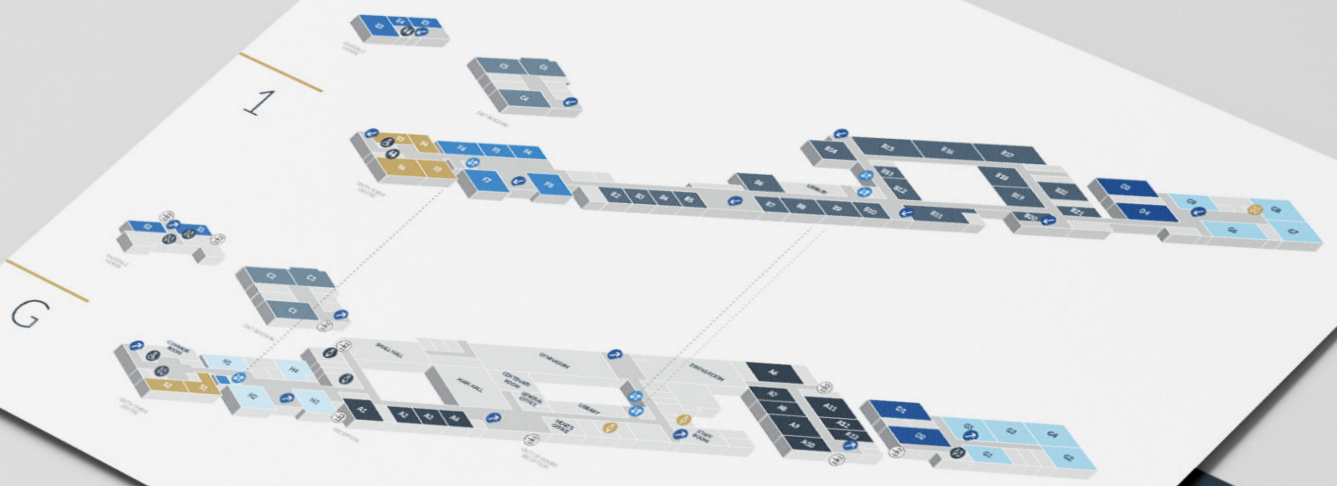


| EXTERNAL MONOLITH SIGN



| WKG'S SIXTH FORM PROSPECTUS





School Floor Plan

- B18 Science
- B19 Science
- B20 Science
- B21 Religious Studies
- B22 Science

- F4 English
- F5 English
- F6 English
- F7 English
- F8 English

- E3 Business Studies
- E4 Sixth Form Study
- E5 Sixth Form Study

- S1 Psychology
- S2 Psychology
- S3 6th Form IT Suite
- S4 Multi-Subject
- S5 English
- S6 Film Studies

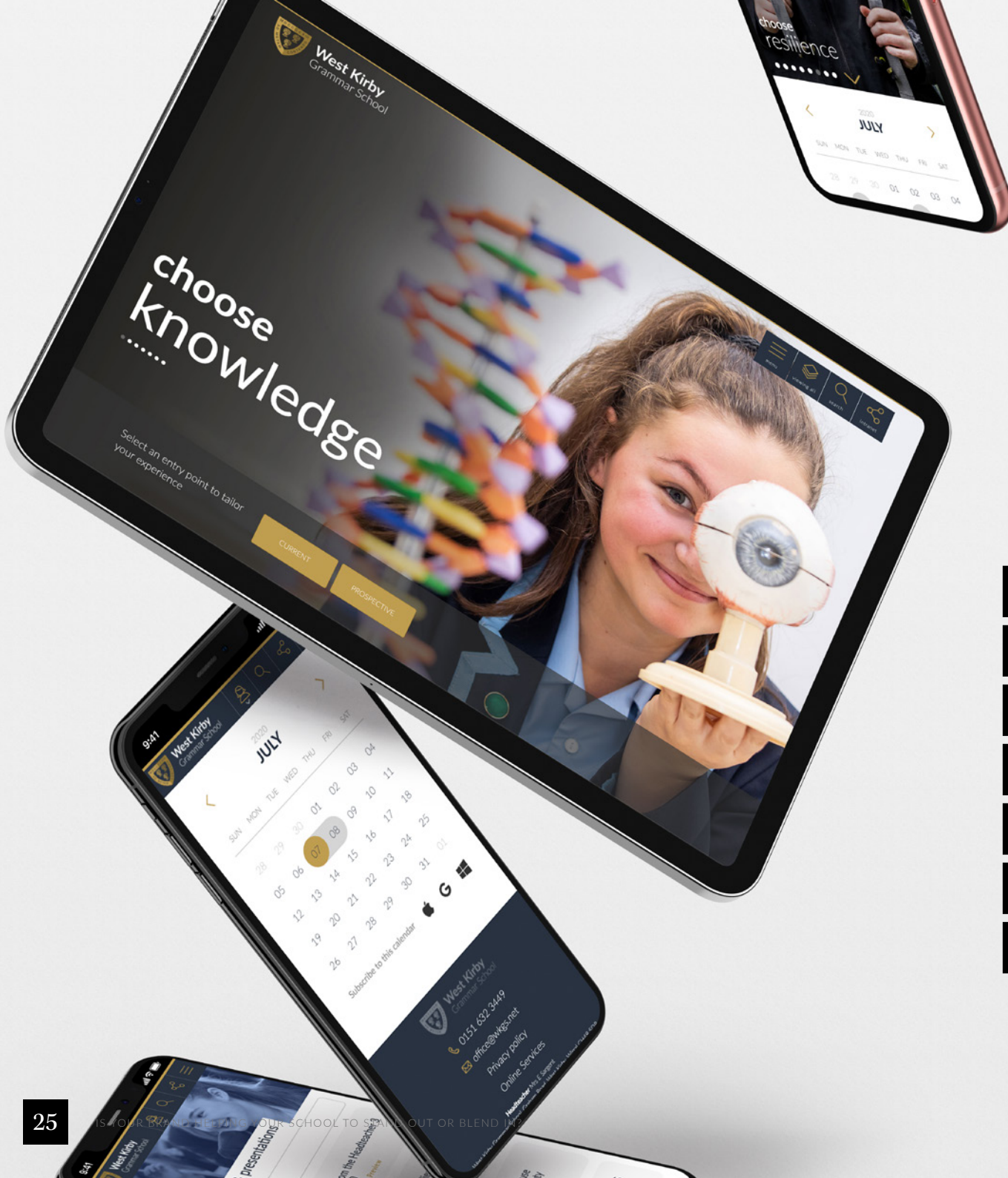
- G1 6th Form Art
- G2 Art
- G3 Art
- G4 Multi-Subject
- G5 Music
- G6 Drama Studio
- G7 Drama Studio
- G8 Music Suite
- G9 Music Suite

- H1 History
- H2 History
- H3 History
- H4 History

School Floor Plan

| SCHOOL FLOOR PLAN





The new website is totally bespoke, tailoring the visitor's experience in line with their interest. We created an easy-to-use content management system which now powers the school's calendar and is fully synchronised with social media activity, keeping pupils and parents up to date with the latest news and events.

COVID-19 has presented multiple challenges for schools and colleges, despite this, we helped WKGS to increase student recruitment through a new range of digital marketing tools, including support for two virtual open evening events for the school and sixth form.

To bring these events to life, we produced two short videos which capture the spirit and atmosphere of WKGS. The videos combine creative footage of the school's facilities with short interviews in which students and staff share their thoughts about life at WKGS.



| OPEN EVENING VIDEOS

Watch the open day videos





We came up with an innovative digital solution to enable prospective students to take a look around the school at any time.



Using the latest camera kit and software, we created a 360-degree walkthrough which allows visitors to access all areas of the school. From the science labs to the gymnasium, the virtual doors to WKGS are now permanently open.



*Let us help your
school stand out.*




It was a genuine privilege to help West Kirby Grammar School define a clear brand proposition, embedded across an exciting new suite of communication tools which continue to deliver outstanding results.

We would love to support your school too. Let our team take your brand to the next level and help your school to shine.

For an informal chat, please call or email us.


It could be the start of an exciting journey.

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brand. digital. design.

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