

BRAND VOICE

A **brand voice** is the tone and personality of your school's brand. Your brand voice is what makes your brand human. And, let's face it, people relate with people so if your brand feels like people, they'll relate to you too.

BRAND IMAGE

Your school's **brand image** includes the graphic items that paint a visual picture of what a customer can expect from your brand. For example, your logo, signage, business cards, website design all make up your brand image.

ATMOSPHERE

When people walk into your school, what do they experience with their five senses? This is your school's **atmosphere**. Are they smelling dirty diapers? Or fresh-baked cookies? Do they hear children screaming from the open toddler room? Or is nice, calming music being played in the lobby area? Lighting, as well as other interior design elements, also help create a strong ambience that align with your brand.