

How to Develop a School Travel Plan Brand

What is a School Travel Plan brand?

A brand is an identity or visual image which brings together all your School Travel Plan work so that it becomes more familiar and easily recognised within your school community.

A School Travel Plan brand may take the form of a special name, symbol, logo, cartoon character, or slogan. Whatever your brand consists of, everything the school does or produces relating to sustainable travel should show the elements of the brand. For example, if your brand centres around a walking super hero which one of the children has designed, the picture or logo may appear on the following items:

- On the School Travel Plan notice board.
- In the school newsletter when you write about sustainable travel issues.
- On Working Group minutes.
- On any correspondence with parents, i.e. in letters home giving information about a new campaign or initiative.
- Posters which promote your School Travel Plan.

Why develop a School Travel Plan brand?

A brand will:

- help your parents and pupils instantly recognise your School Travel Plan and other related promotions.
- help your parents and pupils remember important travel planning messages.
- help to deliver travel planning messages clearly, for example, through use of a slogan or logo appended to letters and promotional posters and banners.

Who will develop the School Travel Plan brand?

Branding your School Travel Plan is a great activity for your pupils to undertake; this will also help them to take ownership of your Travel Plan and often gives a bigger impact than if the School Travel Plan Working Group or company completed the work. Ideas are given below to suggest who you could ask to develop the brand:

- You may wish to hold a school competition and choose the winning design and strap-line to turn into your brand.
- Creating the brand will make a great project for either your School Council or Sam's STARS (School Travel Awareness Raisers).

How to develop a School Travel Plan brand

1. Decide who will develop your brand (see above)
2. It will be helpful if you decide what you want your brand to consist of, this will give the pupils more guidance. For example, you may only want to use a single graphic, you may wish to use graphics and text, alternatively, you may choose to have a character in the brand, a school mascot or superhero which is included in the design. It's best to keep your brand quite simple so it can be reproduced easily. If the brand contains an

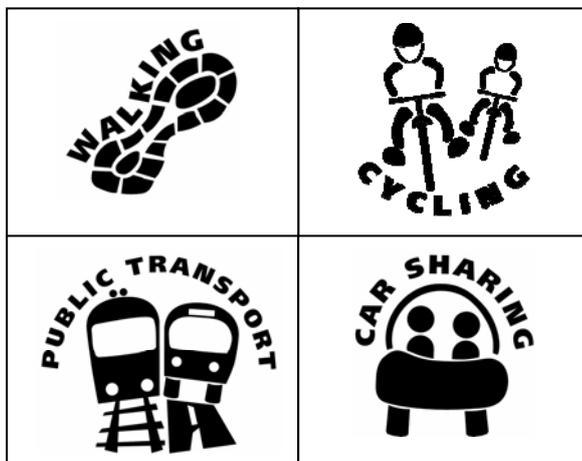
image, logo, and slogan for example, it may take up too much space on your newsletter so you may decide that you simply want a logo. The pupils should then be told this information to guide their designs.

3. Decide what guidelines you wish to give to the pupils developing the brand. Some suggestions are given below, but you are free to amend these to suit your own needs depending on what type of brand and theme you want.

Our School Travel Plan brand:

- Should contain no more than 4 colours (this may make reproducing the image or logo easier and the image will also photocopy easily without losing too much quality).
- Should use no more than 10 words in the design (you may specify that the brand is not to use any words, however, if too many words are used the slogan or strap-line may be easily forgotten).
- Must picture all forms of sustainable transport, i.e walking, cycling, public transport and car sharing
- The finished size of the design should fill an A4 sheet of paper (this is because when you scan your image, so it can be used electronically, the quality will not be compromised as the image is large to begin with)

4. Sometimes a brand uses one large image which can be split up into smaller sections for individual use. An example of this is provided below. The main picture is the overall logo, but the image can be separated to use one part of the image as a stand-alone graphic. You will also note that this logo is black and white to make printing and photocopying easier.



Full logo



A partial logo, which could be used in a walking campaign.



The organisation Change 4 Life also uses a similar brand technique, the font and the logos are the same, but the text is changed to reflect a particular aspect of the campaign. If you decide to develop a brand like this, ensure that there is enough of the brand which is the same to make it familiar and recognisable.



walk 4 life



change
4 life
Eat well Move more Live longer

Using your brand

If you hold a competition to develop your brand, or the School Council or Sam's STARS produce it for you, you may consider having a formal unveiling of the work; possibly in an assembly or to coincide with a sustainable travel promotion. You may ask the person or group who designed it to explain the elements of the design and to talk about their inspiration for the work.

Once the brand has been launched ensure that you use it in all promotional messages and campaigns. This will ensure staff, pupils and parents become familiar with it. Whenever you see the red with golden arches in the shape of a letter 'm' – you immediately know it's McDonalds, regardless of whether or not you see the full name of the company. This is because the 'golden arches' is associated with the companies brand – it is used everywhere so it becomes familiar; the same should be true for you School Travel Plan brand if it is constantly used.

Try to be consistent when using the brand and don't try to change or adapt it too soon after it has been launched because this may be confusing for people. For example, if your brand is simply the words School Travel Plan, written in an eye catching font (as below), don't change the font or its colour– keep it consistent in everything you produce.



School Travel Plan

The Change 4 Life brand (above) uses the same characters and the same bright yellow background in all their publicity making it eye catching and familiar, despite having a number of different slogans.

Brand examples

Below are some examples of sustainable travel related brands and logos. They may provide you with some ideas. Before pupils get to work designing your School Travel Plan brand they may wish to investigate some of the organisations below to see how the brand matches the work they are engaged in. For example, a cycling organising won't depict a bus in their logo because they don't promote public transport. It's obvious to say, but a brand must reflect what you are trying to promote!



SHAPE – An American organisation which promotes active school journeys



American Walk to School logo



American Walking Bus logo



Walk to School Every Week

New Zealand Walk to School logo



Norfolk County Council School Travel Plan logo



Living Streets – a British charity which promotes walking



Walk to School – this logo symbolises a project operated by Hope for Children to raise money for poor families to send their children to school in Uganda and the Philippines



New Zealand (Wellington) Walking and cycling brand



Walk to Life – a sub brand of Change for life



www.electricbikehire.co.uk

Electric Bike Hire Company



working for cycling

Cycle Touring Club – a cycling organisation

sustrans

JOIN THE MOVEMENT

Sustrans – a charity which promotes cycling



CarShare
getting there together

Cringleford Car Share Scheme



shared wheels

University of Central Lancashire Car Share Scheme



part of the
liftshare
network

Liftshare – a car sharing data base company



European Mobility Week – a sustainable transport campaign



Smart Move – a campaign to encourage more people to travel by public transport