

COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

The following information has been compiled in order to gain insight into Columbus ELC as a business, it's people, it's products/offering and the industry, as to assist in developing compatible aesthetics for the corporate identity and consumer brand. This is intended to provide a solid foundation for the corporate design, informing and guiding the work by clarifying these fundamental aspects to suit the style and personality that Columbus is and will be seen as.

Our starting point is to design a corporate logo which would express the brand's values and personality. In order to reach the consumer audience with accurate messaging, we have gathered key insights into the local mindset towards childcare in the area and surrounds. We have also defined the values and philosophy of Columbus to bring us closer to this understanding.

- **Company/Product Name (This will be the name used in your primary logo design)**
Columbus ELC
- **Taglines/slogans (These will be included in a secondary design) (WIP)**
The First Frontier OR A New Frontier in Learning
Explore, Discover, Adventure OR Explore, Discover, Learn/Develop OR Discover, Understand, Grow

COLUMBUS ELC

The First Frontier

Explore • Discover • Learn

A New Frontier in Learning

Explore • Discern • Develop

A New Frontier in Learning

Discover • Understand • Grow

Spanning New Horizons in Care & Education

Explore • Discover • Learn

Breaking New Ground in Care & Education

Explore • Discover • Learn

Forging firsts in child care, development and early learning

Explore • Discover • Learn

COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

- **Immediate Deliverables/Requirements**

- I. Logo development
- II. Stationery
- III. Signage

- **History, information and overview of your business**

Columbus ELC is a NEW CECE business located in Ryde that offers outstanding childcare services and quality education to children (6 weeks to 6 years) of families situated in and around the area. The services rendered are in a brand new purpose built building that is fully furnished with state of the art technology and equipment. Columbus procedures and practices serve to offer a level of convenience and quality service that are essentially unparalleled in the industry, remodeling/raising the status quo of what childcare is seen to be and breaking new ground in CECE sector.

Columbus is a family-centric childcare and pre-education centre which is first and foremost dedicated to the wellbeing and development of its children, focusing primarily on building strong relationships between children-staff-families as well as the emotional and academic preparation of little ones before they step out into the world. The centre strongly encourages parent collaboration with its family compact programmes which focus on 'your child's' development such as 'Personal Best' which has been created by Columbus and is unique to the centre. Columbus also takes the physical health and safety of its children very seriously with state of the art security and an inhouse chef who prepares fresh and nutritionally designed meals in aid of supporting children's brain function and healthy growth.

It also offers extra support for families with additional components available such as parental information evenings (covering general need to know items such as fussy eating, sleep troubleshooting etc), date night child care evenings (**just an idea!*) encouraging parental/carer bonding and more. The level of convenience offered to parents/carers by Columbus is of its own caliber in the industry, with unique services such as the 'Drop, Stop and Run' internal cafe and the 'Discovery Library' that can (and should be) utilised by families at any given time.

The centres conduct is driven by upholding it's strong values of honesty, respect, compassion, and loving kindness, innovation and excellence in action. In caring for and cultivating our children we advocate individuality, respect, confidence and self worth, expression and communication, resilience, honesty, accountability, compassion and kindness.

COLUMBUS GOAL:

To provide the highest quality child care and preschool education for children that surpasses the NQF and sets a new higher standard of service in the CECE sector, by commitment of care, love, innovative learning and convenience to families that is unique to the Columbus brand. To re-educate parents/carers of what 'quality' really means in relation to child care and education.

COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

COLUMBUS MISSION STATEMENT (consumer facing):

We endeavour to love, support, look after and prepare your child for life's journey ahead, as if they were our own, without prejudice, in order to maximise their confidence and abilities so that they may employ their fullest potential and be their personal best whilst they embark on their unique passage of self discovery.

"At Columbus we are fiercely passionate about the next generation of our society. The welfare of our children in every way - psychologically, emotionally, intellectually and spiritually - is our first and foremost priority. We strive to maintain a safe and secure environment for your precious little wayfinder to love, laugh, learn and grow in the most healthy direction possible and shine in their own potential."

Columbus are focused on providing children with the nurturing, encouragement, security, and love that they need to feel confident to explore, individualise and reach their fullest potential. We believe the way to achieve this is by fostering and scaffolding children's unique interests and skills, while supporting them to engage in and build rich and meaningful relationships with those around them.

PHILOSOPHY

We believe in advocating for the rights of each and every child - the right to feel safe and the right to quality care and education. We believe that the early years of life are the most impressionable/influential and essential to laying solid foundations for one to begin navigating life's journey with a sense of security, confidence and of course, wonder. Our exploration of our outer world experiences contributes to shaping the framework of our inner world. This inner world framework guides us to navigate our way through the outer world once again. This is the nature of the [hermeneutic circle](#). This process starts from the moment we are born through our outer world experiences of love, support and education from the people and influences we are surrounded by.

"It takes a village to raise a child"

The traditional African proverb, "It takes a village to raise a child" has been widely quoted when examining the partnerships required during the maturation of our youth. Our "village" has never been more necessary than it is today. We live in a fast-paced, instant information, and pressure-packed world. Today's children are faced with a myriad of both challenges and opportunities. Navigating parenthood can be a daunting undertaking – partnerships and supports are welcome and necessary to prepare our students for tomorrow.

- <http://connectedprincipals.com/>

OUR FOCUS is our children and how we can assist them best/most in lifting them to their highest potential and preparing them to navigate their way in today's challenging world

OUR TOOLS are our people - by people we mean staff, parents and carers in collaboration, always

OUR FOUNDATION is community, providing a sense of belonging and security

COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

- **Competition**



Top Ryde Early Learning Centre (5/5, 2 review)

www.toprydeearlylearning.com.au/

Headstart Early Learning Centre West Ryde (5/5, 3 reviews)

Headstartelc.com.au

Goodstart Early Learning Centre North Ryde (4.5 / 5, 13 reviews)

Goodstart.org.au

Little Zak's Academy (franchise) (4.2 / 5, 5 reviews)

Littlezaks.com.au

West Ryde Early Learning Centre (4.2 / 5, 11 reviews)

www.earlylearningservices.com.au/centres/childcare-west-ryde/

Please click here for more detailed information

<https://drive.google.com/open?id=0BzBUCajkuhBkWGIEFTTFacWNHR00>

COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

Other competitive logo examples:



Lilypad
Early Learning
Centre



COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

- **USP**

The quality of care and customised level of education for each child differentiates us from our competition as we take child-staff-family relationships to new heights, placing Columbus at the top of our field. We also stand out due to our additional internal services on offer that bring new conveniences and relief to carers such (such as the internal cafe service offering take away coffees and pre prepared lunches (for the adults), dinners and more, plus the internal library etc). This is something that no other child care offers making this unique to Columbus.

- **Product Features (black) & Benefits (blue)**

- Commitment to high quality childcare ((LDC, OSHC/OOSH, Occasional Care) 7am-6pm (TBC), available for children 6 weeks to 6 years

RELIEF - hours allow parents to work as they need

- Commitment to professional development and assistance
- Commitment to highly qualified professional staff and high child:staff ratios
- Pre-school programme that excels NQF requirements

HOPE/BELIEF - knowing that their child is in the hands of highly qualified professionals committed to maximising the opportunity for their child to learn and develop to engage their personal best standard

- NEW building with high tech security and state of the art equipment to assist children's play and learning

- In-house chef preparing fresh and nutritional meals for kids and cafe
- Daily kids activities included above and beyond the 'normal' that are forward thinking eg. mindfulness, meditation and yoga (hypothetically)

CONFIDENCE - that their child is happy, well nourished and is in a loving stimulating environment encouraging them to step into their own power.

- Unique parent compact 'Personal Best' programme focussing on meeting needs of individual child development and guiding families on what they can do to assist their little person best. This programme also allows for more up to date regular progress meetups for the child (as opposed to the regular twice yearly portfolio meeting)

- Regular Learning Seminars by professionals for parents and teachers
- Regular Open Forum Feedback evenings and Parent Feedback Progress Board
- Monthly date night service for parents/carers to promote parent/carer reconnection and bonding
- Drop off and pick up service for enrolled families in local area within 15km radius

SUPPORTED - parents feel supported with the development of their child

- State of the art digital controls - Convenient online portfolios, digital sign-in/out, waitlist, enrolment, payroll etc

- Internal library

- Internal takeaway cafe for parents (coffee, pre-packed lunches, dinners etc)

CONVENIENCE

COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

Non consumer focussed product features:

- Staff incentive programmes
- Ongoing staff education programmes and opportunities
- Highly qualified education professionals who are driven and motivated to be *their* personal best (there will be no staff member that does not hold anything below a [Certificate III with the goal that every staff member will be 'working towards' a diploma qualification](#), unless it is a temporary member there for work experience)

- **Target market**

Working families with young children 6 weeks to 6 years, living and/or working in Ryde and surrounding areas who require child care services, but also wish to maximise the learning opportunities for their child to achieve their personal best.

These people are go getters and accomplished which implies this desire will be imparted down the family line. They are looking for a childcare centre that can physically accommodate their professional working hours, but also one in which they can place their faith and confidence in knowing that their little one is being loved and looked after in all the right ways. Good education is integral as they understand the world is a competitive place and academic success plays a fundamental role in how successful one can be in life. They are busy, socially savvy and aware. This also makes them time poor and stressed to meet the demands of a somewhat affluent lifestyle.

There is a high percentage of full and part time workers with concentration of professional and blue collar workers indicating a higher level of disposable income, however, given the median house price is \$1.7M it can be assumed that a large portion of that may be mortgaged. They are in a higher disposable income bracket and would consider paying a little more for guaranteed higher quality education and care.

Who exactly are we talking to?

GENDER - Primarily females (mums = primary decision makers in regards to children's wellbeing and development) and secondarily partners/dads

AGE - Parents age range from early 20's to mid 40's, these group of people are either establishing themselves or have established themselves within a stable household unit within the areas

ETHNICITY - Ryde and surrounds has increased saturation of Cantonese and Mandarin speaking residents (see stats below)

INCOME/QUALIFICATIONS - Mainly blue collar workers and professionals. Approx 94% of Ryde population is employed, 63% of that being full time. Of this 45% are managers and Professionals, followed by 17% clerical and admin workers then technicians and trades. "There were more professionals in the City of Ryde in 2011 than any other occupation."

MARITAL STATUS - a high percentage of resident are couples with children

COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

- **Logo Objective**

To create a logo that is visually impactful and memorable, that encompasses the function and values of Columbus ELC and the spirit of Columbus himself (exploration and learning).

We would like the logo to tie in with the name 'Columbus' and the explorer which the centre is named after if possible, but provide other different options if necessary.

Tone of voice

- to be lively and express wonderment
- inspirational
- happy and nurturing

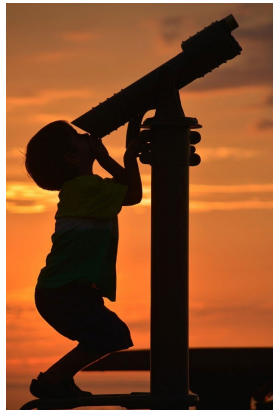
Colours/style requirements

- bright and bold, vibrant but clean
- appealing to youth both male and female
- would like it to appeal to adult AND child market
- would like an illustration - logomark (not just word treatment)

Additional comments/ideas

- Little kid looking through telescope - would like to see silhouette version
- Person pointing imitating Columbus statue - silhouette
- Play with lettering, turning lettering into related visuals

Related visuals (from client)



COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

- **Media**
Firstly banner and stationery, plus online, then to be discussed/confirmed
- **Budget**
Please refer estimate document provided
- **Timing**
ASAP for logo development as this will be rolled out
 - firstly to a site banner
 - secondly to corporate stationery
 - online elements
 - then timings and items to be discussedA new schedule will be created at this point
- **Mandatories**
Please include subhead 'Educare Centre' and tagline (once confirmed)

Versions to be created
 - Primary logo (colour)
 - Primary logo with sub head (colour)
 - Primary logo with sub head and tagline (colour)
All versions named here will be provided as BW as well
Format to be provided ai, jpg, png

COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

ADDITIONAL INFORMATION

Logos of Interest



COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107



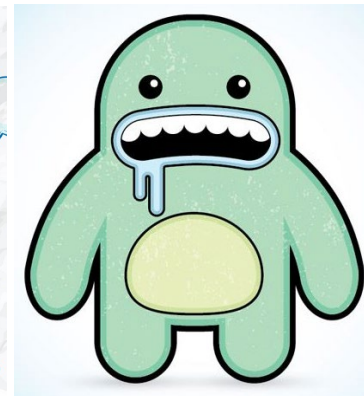
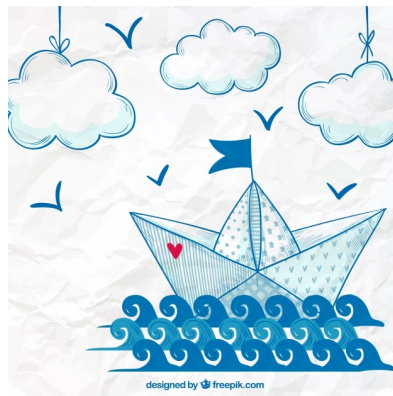
COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

Type Treatments of Interest

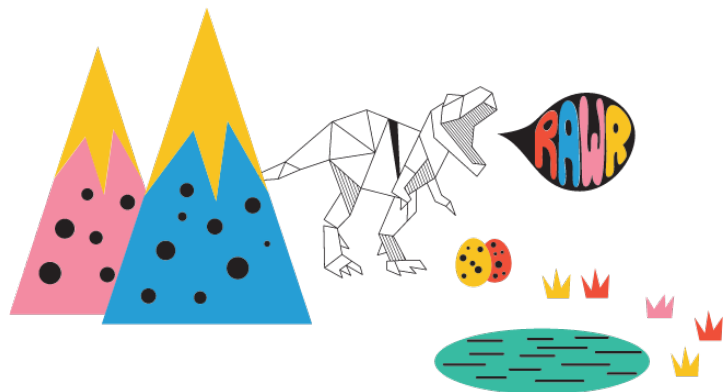


COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

Illustration Styles of Interest



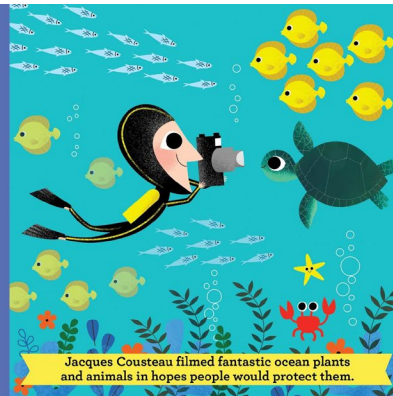
COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107



COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

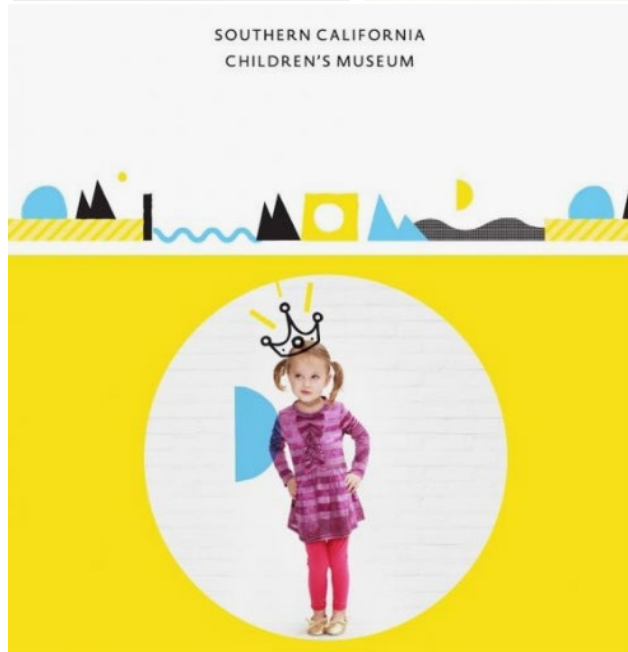


COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

Visuals/Concepts of Interest for logomark

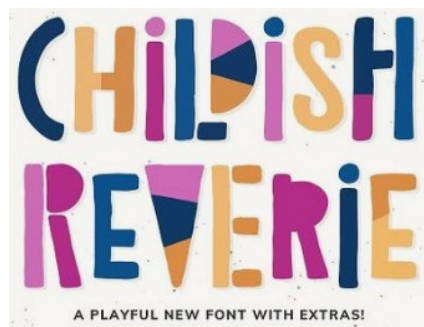


COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107



COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

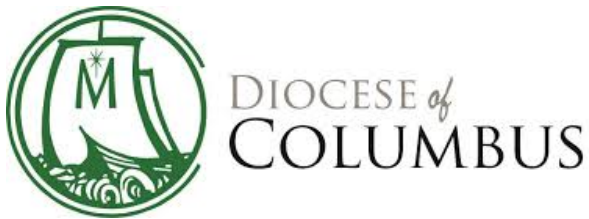
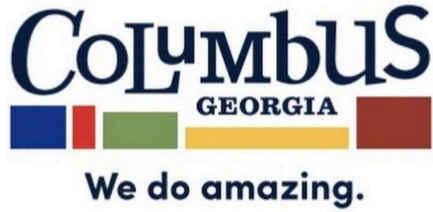
Great Colours/Colourways



Other 'COLUMBUS' logos



COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107



COLUMBUS ELC

Understanding the Business

Vision Doc and Logo Design Brief - FINAL as at 171107

Interesting Columbus Facts

Christopher Columbus was an Italian explorer, navigator, and colonizer. Born in the Republic of Genoa, under the auspices of the Catholic Monarchs of Spain he completed four voyages across the Atlantic Ocean.

When he was only 19, in 1470, Columbus took his first long voyage on one of his employer's ships to the island of Chios in the Aegean Sea. It was probably on this trip and a second trip to Chios in 1475 that he learned how to navigate and steer a ship on open water on a long voyage.[1]

When Columbus was 14, he left school and his father's wool workshop to apprentice himself to a merchant on a trading ship.

Columbus is often referred to as the "Father of the New World."

Columbus has been viewed as an intrepid explorer, a monster, and a slave trader who unleashed horrors and conquest upon unsuspecting natives. However, scholars note he had both admirable qualities and negative ones: he was brave but a very flawed human being.

Quotes

Following the light of the sun, we left the Old World.

No one should fear to undertake any task in the name of our Saviour, if it is just and if the intention is purely for His holy service.

More Info:

<http://www.history.com/topics/exploration/christopher-columbus>

COLUMBUS ELC
Understanding the Business
Vision Doc and Logo Design Brief - FINAL as at 171107

Just because it's amusing!

