

# CASE STUDY: Holderness

## Holderness School

Holderness is a New Hampshire-based independent boarding school. Like many colleges and private schools, Holderness over the years had spawned a variety of marks, logos, color variations and fonts. The school retained CN and it's branding unit to work with its leadership to enhance the school's graphic identity and bring formality and order to its visual vocabulary. We organized the program into three phases:

### Phase I

#### Research

Phase I consisted of indepth interviews with administrators, faculty, students and alumni to benchmark perceptions of Holderness's core attributes, values, and position in relation to other schools of its kind. It also involved measuring responses to the logos, graphics, typefaces and various shades of blue being used by the school.

### Phase II

#### Core Institutional Identity Design

Based on research findings, we recommended the retooling of the school's core institutional mark and color palette.

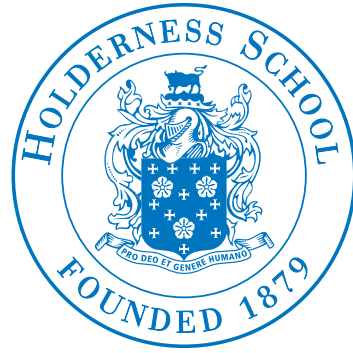
### Phase III

#### School Pride/School Spirit Design

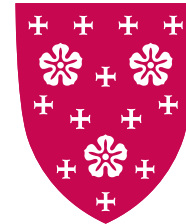
Phase III saw the development and application of a series of secondary graphics. These fell into two categories: first, sports and student life activities; and second, alumni communications.

This new visual communication and graphic standards system was developed and implemented over the course of a two-year period.

## Core Institutional Identity — Phase II



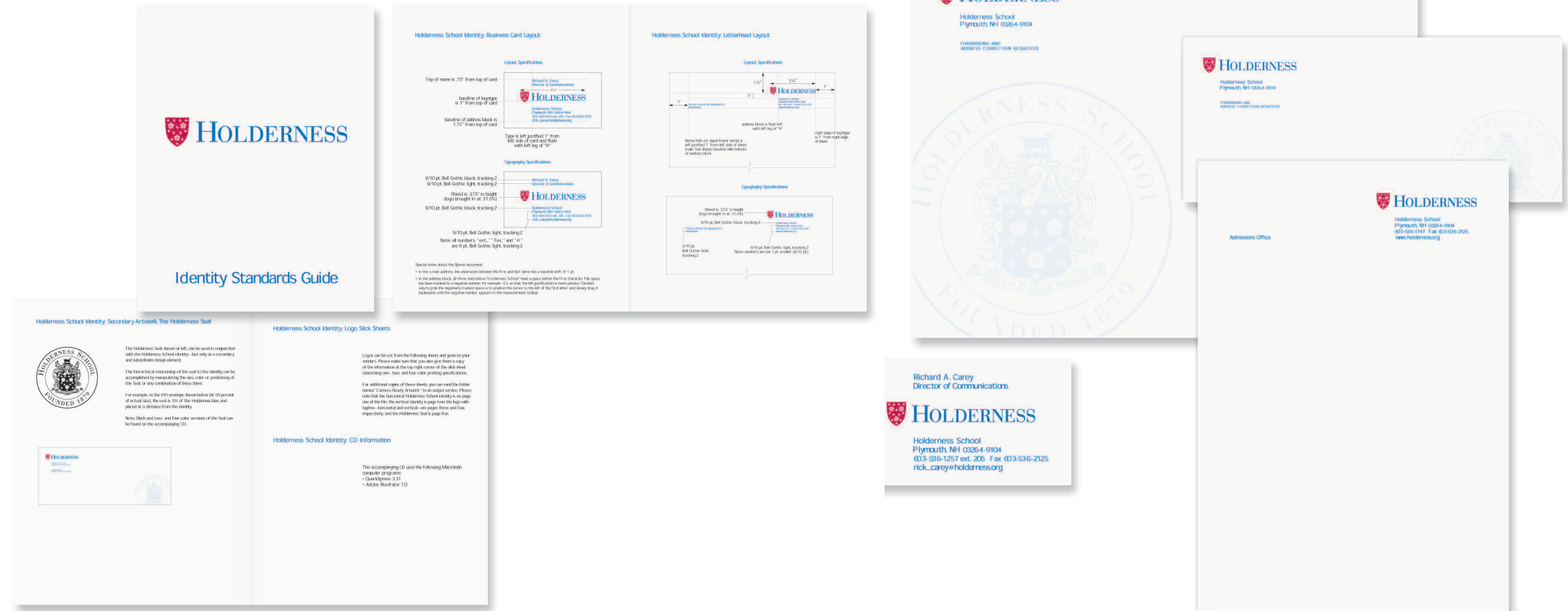
Research in Phase I showed that **THE SCHOOL SEAL** garnered a strong positive response from interview subjects. This drove the recommendation that the seal be incorporated into Holderness's regular visual communications. It also served as the basis for the development of the school's new institutional mark.



Based on research findings, we designed the **NEW INSTITUTIONAL MARK** to suggest Holderness's "traditional character and academic focus." Long associated with traditional top-tier colleges, the "heraldic shield" mark was derived from the Holderness seal — and along with the classic type face conveys the academic and time-honored values that underpin Holderness's 126 year history and heritage. Holderness also sought a visual identity that would counter perceptions that the school was a "place for ski bums," particularly given its location in the heart of snow country and its reputation for producing downhill champions.

# HOLDERNESS

RESEARCH SHOWED THAT **HOLDERNESS CONSTITUENTS ACROSS THE BOARD IDENTIFIED THE DEEP BLUE THAT WAS USED FOR MANY TEAM UNIFORMS AS THE COLOR MOST REPRESENTATIVE OF THE SCHOOL. THIS LED OUR DESIGN TEAM TO REPLACE THE GRAY-BLUE THAT DEFINED THE OLD VISUAL IDENTITY ON STATIONERY AND PRINTED MATERIAL.**



# School Pride/School Spirit — Phase III

## Marks for Alumni Communications



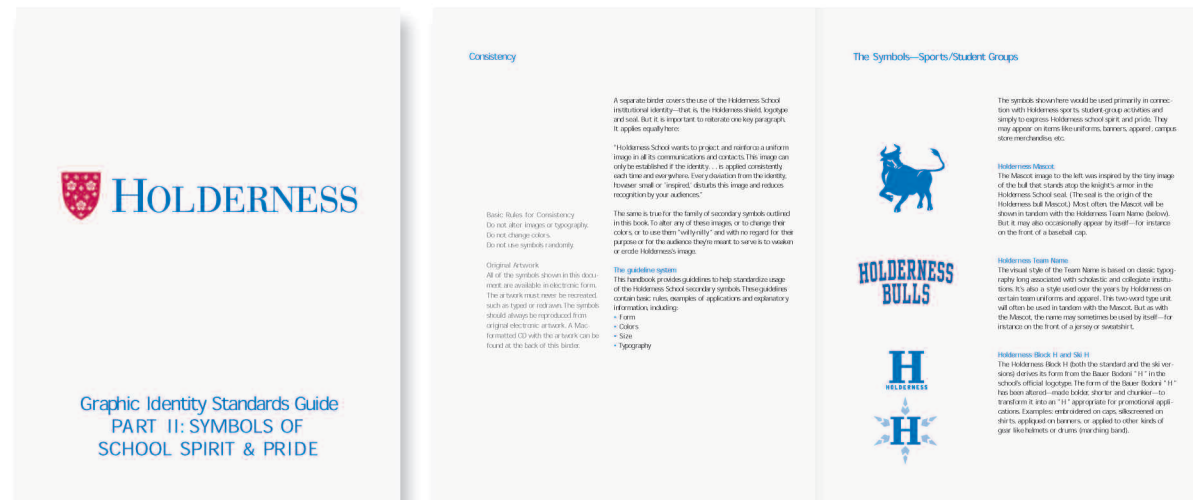
THE **SCHOOLHOUSE** at the center of Holderness is the oldest building on campus, and its straight-forward New England style reinforces the qualities and values at the heart of the Holderness experience and educational mission. The school-house bell tower pictured within a compass symbolizes Holderness's role in helping establish a "moral, intellectual and spiritual direction" for its students.



THE **HOLDERNESS SKYLINE** image was developed as a graphic for alumni communications and events, including banners for reunions as well as invitations and newsletters.

**RESEARCH SHOWED THAT ALUMNI AND FRIENDS STRONGLY IDENTIFY WITH AND PICTURE IN THEIR MIND'S EYE THE SCHOOL'S PHYSICAL CAMPUS. THESE FINDINGS DROVE THE DEVELOPMENT OF THE SKYLINE AND SCHOOLHOUSE/COMPASS IMAGERY.**

THE **GUIDELINES** developed for Holderness included two volumes: one, core institutional; two, school pride/school spirit.



## Marks for Sports and Student Activities



Inspired by the tiny image of a bull that stands atop the armor in the Holderness School seal, the bull has long been the school's **MASCOT**—this is the first "formal visualization" of it in decades.

**HOLDERNESS BULLS**

The visual style of the **TEAM NAME** is based on classic typography long associated with scholastic and collegiate institutions. It's also a style used over the years by Holderness on some team uniforms and apparel. This two-word type unit is often used in tandem with the Mascot.

**THE SYMBOLS ABOVE WERE DESIGNED TO BRAND HOLDERNESS SPORTS AND STUDENT-GROUP ACTIVITIES — AND TO EXPRESS HOLDERNESS SCHOOL SPIRIT AND PRIDE. THEY APPEAR ON ITEMS LIKE UNIFORMS, BANNERS, APPAREL, CAMPUS STORE MERCHANDISE, ETC.**



The Holderness **BLOCK H** derives its form from the Bauer Bodoni "H" in the school's official logotype. The form of the Bauer Bodoni "H" has been altered—made bolder, shorter and chunkier—to transform it into an "H" appropriate for promotional applications. Examples: embroidered on caps, silkscreened on shirts, applied on banners, or applied to other kinds of gear like helmets or drums (marching band).

