

VISUAL IDENTITY for Discovery Charter Schools

ROLE	DURATION	TOOLS
Graphic/Visual Designer	3 months	Photoshop, Illustrator

Overview:

- For the 2025–26 school year, the goal was to create cohesive and visually engaging marketing materials for the two Discovery schools. This included:
- Flyers with general information for prospective families
 - Flyers for the Middle School Showcase and Open Houses
 - Banners for Open House Days
 - Ad for Parents’ Magazine

The project aimed to refresh outdated materials and establish a consistent visual identity that better represents the school’s values. To enhance authenticity, new student photos were taken to capture the true spirit of the Discovery schools.

Challenges:

A key challenge was selecting the right imagery and layout to effectively convey the school's unique atmosphere. Additionally, it was essential to maintain the established colors for consistency and alignment with existing materials (e.g., logo and website).

Target Audience:

- The materials were designed for:
1. Families actively searching for a K–8 school who may be unfamiliar with Discovery.
 2. Prospective families who have applied but need additional information through open houses and info meetings before making a decision.

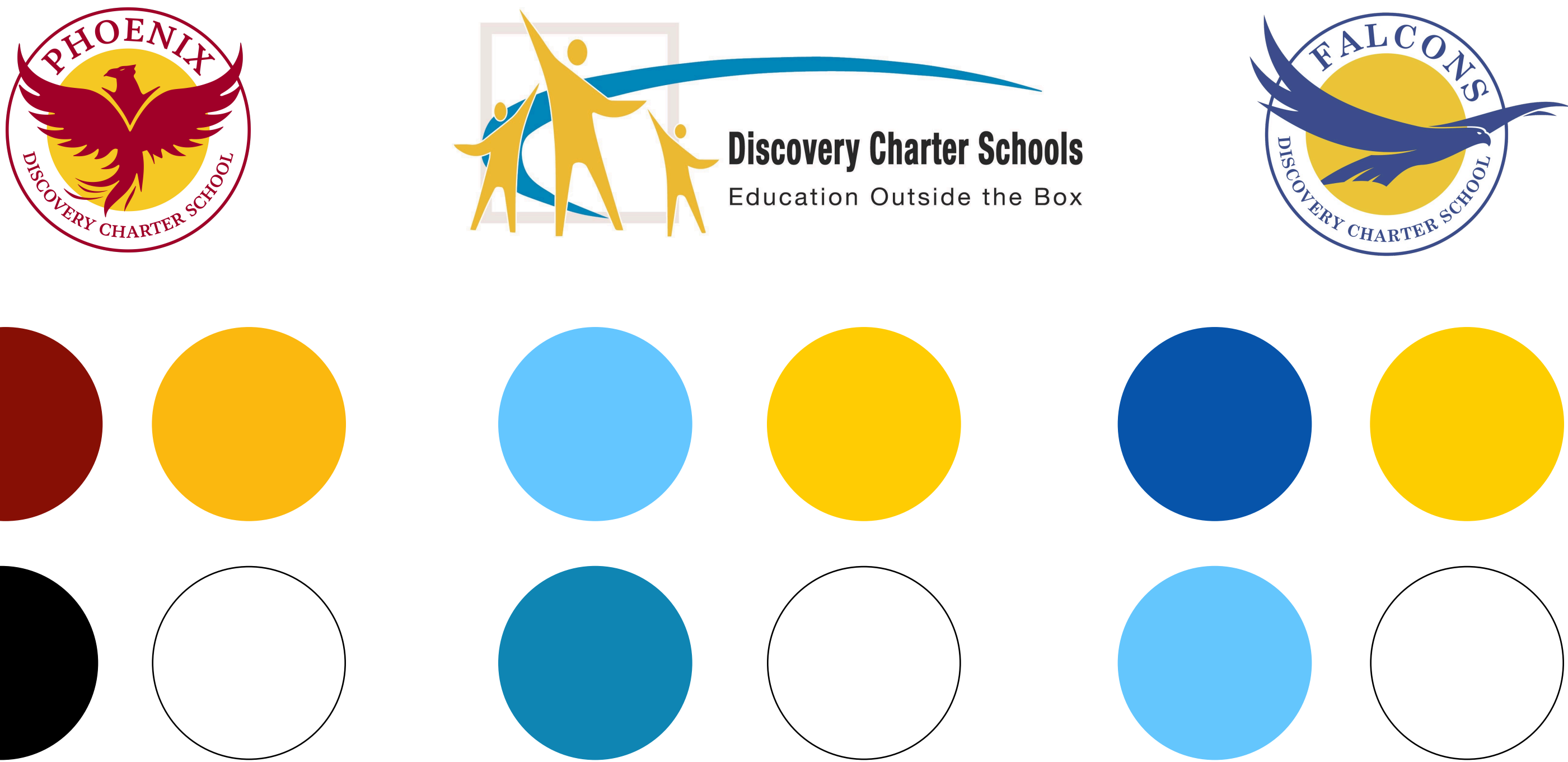
Research and Inspiration:

Flyers from other schools (shown below) were used as inspiration. Designs featuring rounded shapes were selected as references, as they evoke a greater sense of connection and community.



Existing Logos and Brand colors.

Both schools already have a logo and a few established colors, which were maintained for consistency and to ensure alignment with existing materials (e.g., the website).



Typography Exploration

Typography for each flyer/banner was chosen based on the specific needs and the message that needed to be conveyed.

CALDER DARK
Calder LC

MYRIAD VARIABLE CONCEPT
Myriad Pro

Sketch Block
Source Sans Variable

In the **joint flyer**, I used the **Calder** typeface, which conveys a sense of warmth, creativity, and approachability. Its friendly and dynamic style aligns with the flyer’s purpose of highlighting the schools' core values and reinforcing a welcoming message.

In the **monthly Ads**, I used the **Myriad** typeface which helps emphasize clarity and accessibility, reinforcing a sense of professionalism while ensuring the information is easy to read and inviting for a broad audience.

In the **Middle School Showcase**, I used **Sketch Block** to convey creativity and energy, reflecting the dynamic spirit of middle school students, and **Source Sans Variable** for clarity and readability, ensuring a balanced, engaging, and approachable presentation.

Imagery & Graphics

For the session imagery and graphics, we captured photos of students from various grade levels engaged in different activities, such as reading, science, and social interactions. Our goal was to authentically showcase the vibrant and real atmosphere of Discovery School, highlighting genuine moments of learning and engagement.