



Top grades for a young school.

> The Background

Serengeti had already designed and was producing the school's newsletter/magazine when we were asked to create a marketing brochure.

> The Objective

As a private school, the headmaster realized the importance of a positioning brochure in order to attract new students each year. With several older private schools having already established reputations, it was important to differentiate Collingwood in the eyes of parents and convey the excellence of its facilities and its achievements in learning.

> The Process

With this objective in mind, Serengeti developed a distinctive look for the brochure that would immediately impress the reader. The school was very proud that its name had significant nautical connotations. We used the nautical theme to create a strong visual look.

A sophisticated oversized format of 9 X 12 inches was selected. Rich colours, a vellum wrap, a hand painted compass rose and a powerful typography - and that describes just the cover!

Inside, we used nautical maps, devoted full pages to as much professional photography as possible, and created an elegant and light approach to the facing text pages.

A vertical pocket was also added to the inside back cover to allow for custom letterhead pages which would contain more detailed information, such as tuition fees.

Serengeti worked closely with the writer, Gary Bannerman, and art directed all the photography by Lloyd Sutton.

> The Result

The completed brochure represented a major effort for all involved. It strongly positioned the school against the established independent schools and received a great response from the faculty and the board of governors.

Collingwood School

Collingwood is an independent school for junior and senior students. Collingwood's locale is in the British Properties, the most affluent sector of Canada's wealthiest municipality, West Vancouver. This young school, founded in 1984, continues to develop its facilities and to achieve public acclaim, prestigious awards and milestones in academics, the arts, athletics and community service. The goal being to gain a national and even international reputation.