



School & College Branding Guide



A practical guide to planning
impactful campus branding and
communication spaces.



School & College Branding Guide

Build trust before the admission enquiry even starts

What you get from this guide

A campus branding map for schools and colleges, so parents feel confidence the moment they walk in, long before they meet the principal.

THE BIG IDEA

A school's branding should build trust before the first admission enquiry.

Parents decide with their eyes. A clean, consistent, well-branded campus signals discipline, care and credibility. A patchy one raises doubt no brochure can fix.

Signage you need to plan

- ☐ Main entrance identity
- ☐ Reception branding
- ☐ Classroom and section signage
- ☐ Lab and facility signage
- ☐ Safety and emergency signage
- ☐ Transport / bus area signage
- ☐ Wall graphics that reflect values
- ☐ Values and mission wall
- ☐ Achievement and toppers wall
- ☐ Admission-season branding

What makes it work here

- Make the entrance and reception your strongest impression
 - Keep one consistent colour and font system across the campus
 - Use wall graphics to tell your story, not just decorate
 - Show proof - results, achievements, accreditations - where parents wait
 - Plan child-safe heights, materials and edges
-

YOUR NEXT STEP

Brand your campus for admission season

ThinkTree plans school and college branding from entrance to achievement wall.

Tell us your campus areas and we'll prioritise what to do first.

Talk to ThinkTree

Email studio@thinktree.in

Web www.thinktree.in

Mo. +91 98930 03600

Share your site location, a rough size, and a photo of your current signage and ThinkTree will come back with a practical plan.
