



NAVIGATING SUCCESS

FINALSITE UNIVERSITY

A



B



Indonesia



A



Monaco



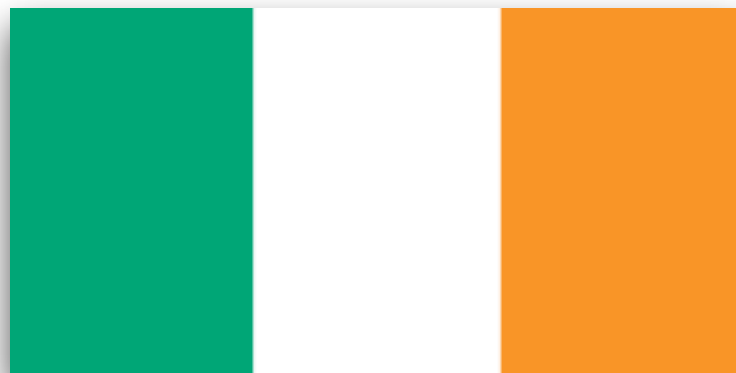
B



A



B



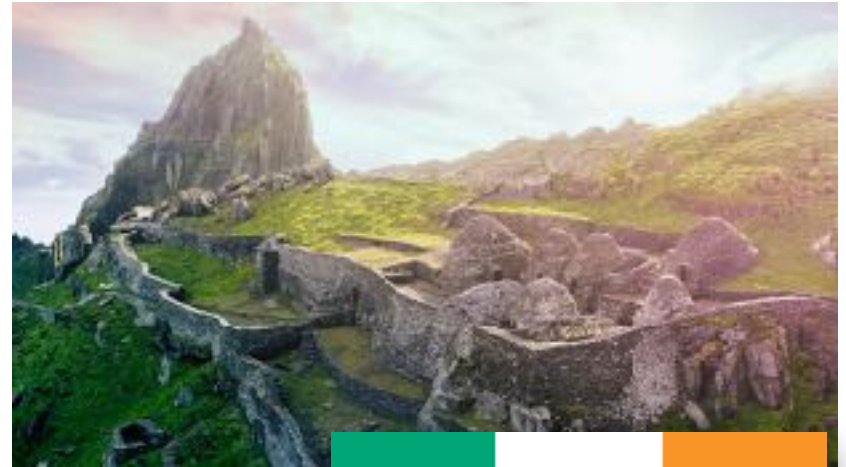
Ivory Coast



A



Ireland



B



A



B



Romania



A



Chad



B





NAVIGATING
SUCCESS
SINCE 1712





NAVIGATING
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Chart where you
are

- Interviews with pupils, parents, teaching staff, support staff, agents, governors, feeder school heads, alumni and prospective parents.

- Surveys to support anecdotal and interview research and collect measurable, reliable evidence.

- Competition analysis, feasibility studies, market reports and non-joiner surveys.

“The brand has leaned very heavily on its maritime heritage and in this day and age where setting a child up for life including the best universities and most competitive careers, **this maritime heritage needs consideration to keep it relevant.**”

“The school talks about a range of strengths from ‘proud heritage to encouraging discovery and challenge from the onset’ to ‘reinventing traditional values to building confidence beyond the classroom”

“What is lacking is an overarching brand proposition that holds all of these valuable messages together, that the whole school can unite under and repurposed secondary messaging for agreed audience types”





Plot your course

Positioning territory



NAVIGATING

- Naval heritage
- Direction
- Guidance
- Making the right choices
- The journey
- Discovery

SUCCESS

- Achievement
- High expectations
- Leaders
- Personal goals
- Fulfilment
- Determination

Our Proposition

Navigating Success

What differentiates us

Helping individuals find what they are good at

The pillars that support us

History

Location / situation

Ethos

Academic excellence and rounded education

Excellent pastoral care

Royal Hospital School

The Royal Hospital School was founded in 1712 in Greenwich, London, to 'improve navigation' through education and, as it prepared boys for a life at sea, many went on to become explorers and pioneers of their time.

We are immensely proud of these historic links and discovery, exploration and challenge continue to shape our ethos. The **traditional values** of loyalty, commitment, courage, respect, service and integrity have underpinned the School's core aims and philosophy from the very beginning. Three hundred years later, they are as relevant to the education we provide now, as they were then.

Today the Royal Hospital School is set in two hundred acres of Suffolk countryside overlooking the Stour Estuary and within an hour of London. We are a leading independent, co-educational boarding and day school providing a **full and broad education, fit for the modern world.**

We inspire our pupils to have the **courage to be ambitious** for their futures and the commitment to pursue **whichever path they choose.** We **challenge pupils of all academic abilities**, steering them to look beyond the moment and beyond the confines of the classroom, and to approach life with an open and receptive mind. It is through **thinking creatively and taking initiative** that they discover their influence, strengths and ambitions and establish the skills they need to pursue **purposeful and fulfilling lives.**

Everyone can achieve the most exceptional things but **we are all different.** That is why we focus on the individual, getting to know every one of our pupils and finding out what motivates them. By understanding a young person's strengths, and what he or she might find more difficult, we can help them to make the right choices at the right time, **navigating them through their critical, formative years** and ensuring their education becomes the foundation for **happiness and success.**

It is this **focus on personal challenge** and **individual guidance** that enables our pupils to develop into self-reliant, socially responsible adults with enviable **open-mindedness and resilience**, so sought-after by employers and important in life.

Royal Hospital School – Navigating Success

VISUAL IDENTITY

- Logo
- Colours
- Graphic devices
- Textures
- Fonts
- Icons
- Brand toolkit







Raise sail



NAVIGATING
SUCCESS
SINCE 1712

- Photography
 - Prospectus
 - Signage and livery
 - Platforms and communications
 - Website
 - Display advertising
 - Video
-



October 2016









The Royal Hospital School is a leading co-educational independent school for 8 to 18 year olds, located in 200 acres of Suffolk countryside. It has a thriving Combined Cadet Force, 100+ sports societies and a first class PCC providing a connection to the wider world.

Fees are discounted for service, British and for CFA and at RHA and RHP personnel, and interest and training can apply for means tested assistance with fees.

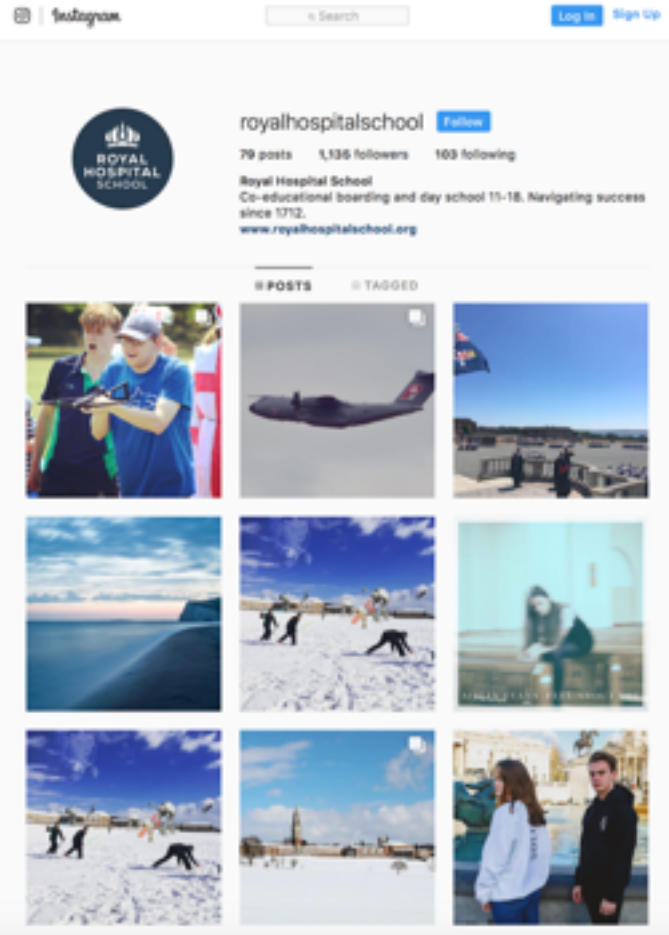
**OPEN MORNINGS
6 OCT & 10 NOV, 9AM-1PM**

FOR MORE INFORMATION CALL

01473 326136

OR EMAIL ADMISSIONS@ROYALHOSPITALSCHOOL.ORG

TRAVELLING EXPENSES



January 2017

View prospectus

July 2017



MINI BUS LIVERY
(GREY)



September 2017

Visit website

November 2017




VIDEO

Brand vs communication

October 2018



A vast, deep blue ocean stretches to the horizon under a clear blue sky with light, wispy clouds. A small sailboat with two sails is visible on the horizon line to the left. The text is overlaid on the right side of the image.

Be honest
Be ambitious
Be adaptable
Be forgiving

Q&A

Historical perceptions

Social media

Display advertising
campaigns

GBBO

Managing time

Rebranding difficulties
or opposition

Content creation

Supplier procurement and
working effectively with
agencies



**ROYAL
HOSPITAL
SCHOOL**

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