

the media collective.

Case Study.

Stuart Bathurst Catholic School

A bold new approach to school signs help Stuart Bathurst School attract attention in a difficult location.





The Brief.

Stuart Bathurst School sits on a busy junction in Birmingham and is surrounded by retail and industrial units on at least two sides. It is not your typical school location and one of the challenges they face is to make people in the locality aware that they exist. Our brief became a multi-faceted challenge:

- Put the school on the map
- Help make the school easier to find for visitors
- Develop the new school identity and vision

We started as we always do, by listening to the challenges and walking the site. The initial conversation with the leadership team was very clear and open, which allowed us to understand exactly what they were trying to achieve very quickly. This was important because we had a very limited amount of time to deliver a solution for the new term.



“Before we got involved the school was very easy to miss. I drove around the block twice the first time I visited. It had no identity and was in need of something to pull it all together.”

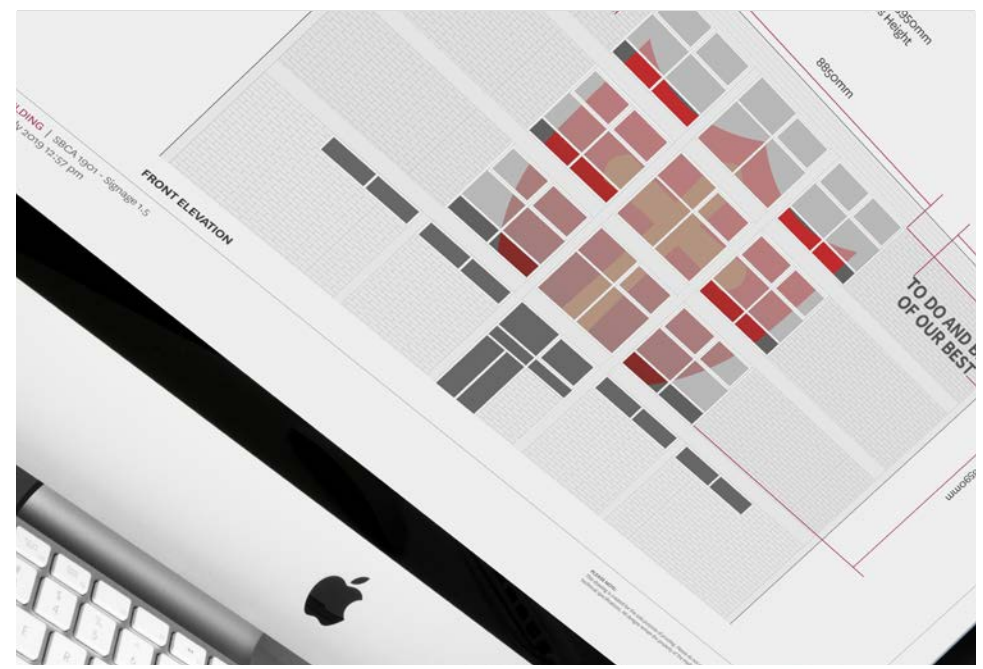
CREATIVE DIRECTOR



The Solution.

For this project it was clear that a normal approach to site signs would not deliver what was required so we needed to think much bigger. Our concept was to take the entire side of the four storey main block and turn it into a giant billboard that advertised the school's presence. We would also update the visitor entrance and plant a large, double-sided totem sign that would be visible to passing motorists of the busy roads that border the school.

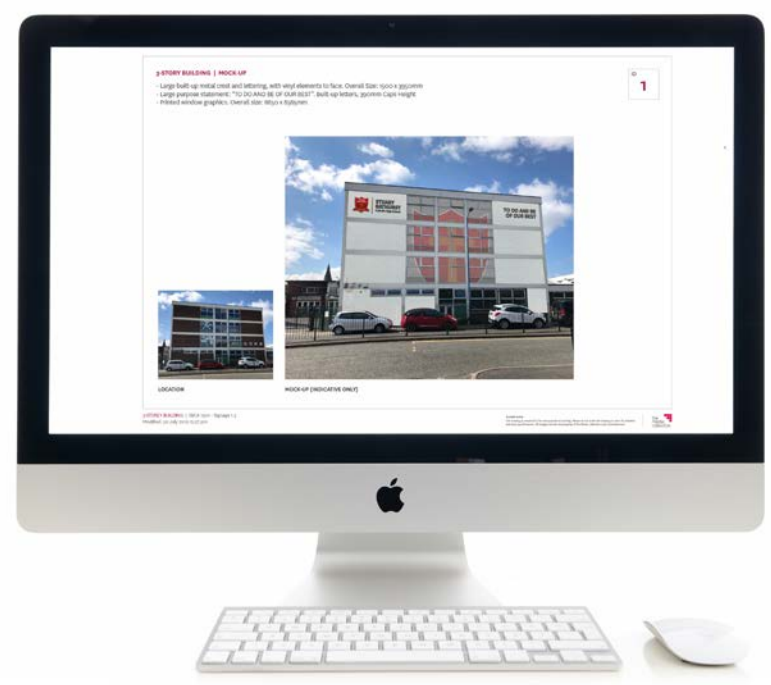
Once we had a concept we were able to use the photographs that we took to create some rough visuals. These would be used to pitch our idea. At this stage we are designing at speed to capture the essence of the idea and translate it in a way that the client can understand.



We returned to pitch the idea to the school within approximately two weeks and were very pleased that our concept was met with vigorous nods of approval, which is always nice. During the presentation meeting we were able to further discuss, develop and refine the concept, with the school leaders offering some valuable insights.

At this point we went away with lots of great feedback and some new ideas to explore. Within a week we had sent back a new draft and the design had developed to include painting the entire block white. We helped the school prepare and submit a planning application and final designs were approved.

Once designs were signed off we plan production and confirm installation dates which in this case needed to be within the summer holidays. With the amount of preparation done by our project manager and installation team the job went, unsurprisingly, without a hitch and we completed all aspects within three days.



tmc.

The Impact.

The transformation is truly powerful. Previously, the school's appearance was unremarkable, with a nondescript brown brick building that blended into the background, making it challenging to locate. The updated design is striking, featuring bold, clean lines that are visible from a distance, even from the M6 motorway.

The design replaced cluttered and mismatched windows with cohesive on-brand graphics that bring bold elegance to the scheme. The new totem sign stands proudly on the perimeter and is easy to spot and the school entrance is well-defined and welcoming with new graphics and smart grey cladding.

Visitors have no excuse to miss Stuart Bathurst any more - the school has become an instant landmark. If you ever drive north past junction 9 of the M6 then look out for it.



Testimonial.

“The new signage is amazing and has attracted so much positive attention from all of our stakeholders. Thank you so much for your vision in seeing what could be achieved and your ability to bring it to life. We are so happy with the end result, both in terms of the design and the quality of the finishes. We will certainly be back for more!”

STUART BATHURST SCHOOL

tmc.