



A New Front Door for Building Hope

Brand Identity: Discovery and Implementation Report

Prepared by 5e for Building Hope
March 12, 2020



Massie Ritsch, Principal
Merry Alderman, Creative Director

massie@engage5e.com | 202.365.8225



Our Purpose

To reflect on Building Hope's strategic plan and evolve the organization's brand identity, printed materials and website to align with it.

To capture and incorporate the viewpoints and aspirations of staff and partners.

To develop a new brand and identity that better conveys Building Hope's impact and next phase.

Our Process

16 in-depth interviews with executives and employees, including members of the Finance, Real Estate and Services teams, market managers in DC, Florida, Idaho and Texas.

A staff survey completed by 21 respondents.

Consultations with 7 external stakeholders, including 6 school clients and 3 investors.

Three revisions of the creative messaging brief based on feedback from the project team and executive team.

Regular conferences with Building Hope's core team.





We asked staff why they are drawn to this work. They shared motivators for themselves that school partners and investors also shared.

THEMES INCLUDED

Personal experience in schools/school systems leading to a belief in charter schools' mission/vision; focus on social justice/poverty issues; opportunities and connections for successful financial/development transactions.

from staff members:

*"I believe in **the promise of charter schools** to provide **innovative educational opportunities** and choices for parents. I ... have a chance to help make the schools more successful."*

*"I'm in this because I [have been in the shoes of] good-hearted, well-intentioned educators who don't have the first clue about how to run a business. ... To the extent I can help **de-mystify, educate and guide** other people through that process and make it easier, I feel like I'm providing tremendous value."*

from a client:

*"**They really do care about education and about change.** It wasn't just, 'Yeah, we'll get you a building.' It was 'We really value your work. We believe in what you're doing.'"*

from a lender:

*"**They work in a very mission-rich way,** and they have a big interest in making sure they're doing the right thing for the people they work with, to bring educational opportunities where they're very much needed."*

COMMON WORDS AND IDEAS

promise of charters
enabling innovation
flexibility
educational options
community/neighborhood development
community service
support
deal
impact
passion
relationships
mission-focused
client-focused
helping people



We asked **staff, clients and investors** to reflect on the **core needs** of Building Hope's school customers, investors and funders.

FROM STAFF MEMBERS:

*"My goal is to get the **lowest cost and the highest quality** no matter what, as opposed to trying to maximize the cost of the building the way a for-profit might. Combine that with the **local expertise and experience** to deliver these schools."*

*"Imagine a zoning hearing. You've got teachers and parents and children. There's a politician at the podium; he says, 'The application is denied.' No further information. There's tears. At that moment, a representative of Building Hope says, 'This is a temporary setback. **We support you, we believe in your mission and we're committed to your success. We will not abandon you on this journey.**'"*

FROM CLIENTS:

*"The **commitment to the school, the perseverance, was crucial.** If we needed something, they would say, 'We're going to make it happen. I don't know how, but we're going to make it happen.' And then it would happen."*

*"[The key has been] their **willingness to be supportive and be a 'thought partner.'** They did a wonderful job of coaching me to have these conversations about facilities and make smart decisions."*

FROM INVESTORS:

*"[Building Hope is] a risk mitigant, because we know that **they understand** both what it takes to build a charter school and the importance of having one's financial house in order."*

*"When they bring us a transaction, **they know what the bank's looking for**, so it makes it easy for us to have a conversation."*

COMMON WORDS AND IDEAS

expertise and experience

long-term solutions

partners

nonprofit

community

customization

experience

local expertise

commitment

relationships

perseverance & tenacity

support

trust & guidance

full-service



Building Hope must appeal to and service two audiences equally: **your school clients and **your investors**. They are looking for similar, yet different things.**

YOUR SCHOOL CLIENTS ARE SEEKING

Seasoned experts on all aspects of the process of procuring charter school facilities

Not just a vendor, but a true and committed partner

A reasonably priced servicer of a full range of schools' needs

Reliability, tenacity and trustworthiness

Belief in their mission and a passion for making it a reality

Creativity in finding solutions to complex problems

An advisor who's willing to direct the client elsewhere if it's a better deal for the school

YOUR INVESTORS EXPECT

Smarts and savvy about risk selection and management

An opportunity for impact

A satisfying return

A safe bet

Expertise to see the project through to completion and avoid/overcome obstacles

A proven track record of success

Strong, realistic missions and practical plans for executing them



The existing Building Hope logo was **a good concept that felt out-of-date** and rigid. We developed multiple options to choose from, and the executive team selected a subtle, **modern revision**, with a fresh color palette and a tagline to encompass all that Building Hope does.



THE LOGO

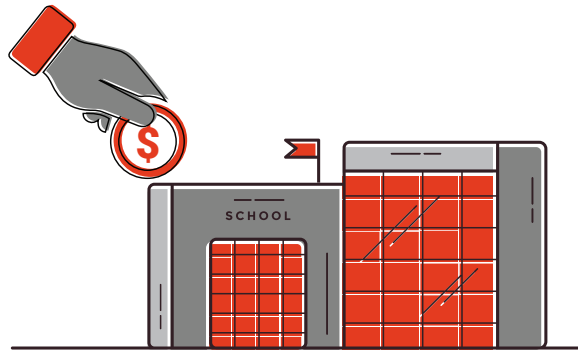
The new logo echos the solid, trustworthy original logo with some contemporary updates: a new, sans serif, web-friendly font, more saturated colors and rounder corners. The logo update makes the organization more approachable, supportive and younger but maintains the sense of integrity and experience that Building Hope has built its reputation on.

THE TAGLINE

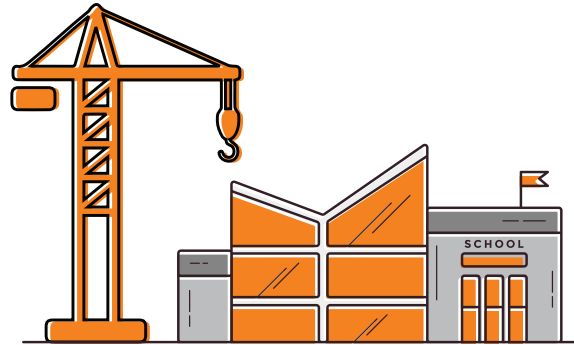
The tagline, “Creating Space for Charters” is both a literal articulation of Building Hope’s facilities work and a more figurative statement of your belief in the value of charter schools and the need to “make room” for them in America’s public education system.



Building out the brand, we created a secondary color palette and group of icons to identify the three divisions.



School Finance



School Real Estate



School Services



THE COLOR PALETTE

We made the original Building Hope blues deeper and more saturated to connote trustworthiness and experience. Then we added a secondary palette of primary colors to evoke an elementary school classroom. These three additional colors help to delineate the three divisions.



We took the **new brand identity and articulated it** into a brochure, onesheets for each division and featured states, along with letterhead, business cards and so on.

Creating Space for Charters

Great Schools

Deserve Great Facilities

Building Hope

Space
We build the capacities of charter schools nationwide by providing unparalleled facilities, financial, and operational services, so that schools can devote their attention and resources to educating students.

FINN, FINANCE, CREATE, AND SUSTAIN

As a nonprofit, Building Hope's focus and resources are devoted to creating customized solutions for each school's individual needs.

Finance
We provide lower-cost and sustainable solutions for charter schools to secure facility loans or leases.

Real Estate
We support charter schools' visions by developing new facilities from the ground up.

Services
We administer back-office functions, so educators can focus on what they do best.

Mamie D. Lee Project
In D.C., this project comprises two schools and a community health clinic.

Building Hope

Brochure

We Build Possibilities

Building Hope Real Estate

Building Hope provides charter schools with custom-built, turnkey solutions for both new facilities and renovations.

“They really are a one-stop shop. They will help you with land acquisition, the building, the financing, and they have the expertise to do it all.”

Jason Bransford, CEO
Gem Innovation Schools, Idaho

Since our first facility project in 2004, Building Hope has developed **1.25 Million** square feet of space for charter schools across the country.

We Build Access

We build the capacities of charter schools nationwide by providing unparalleled facilities, financial, and operational services, so that schools can devote their attention and resources to educating students.

Our real estate development team can manage all phases of the project, from site selection to opening day, working with schools every step of the way.

We have invested over \$53.6 Million to support more than \$264 Million in total real estate project costs.

“When we were trying to find a way to bring our dreams into reality, Building Hope stepped in.”

Brett Casey, Governing Board President, Innovation Montessori, Ocala, FL

Student Impact
Our development projects have created seats in charter school for more than **16,000 Students**

Division Onesheet (fits into back pocket of brochure)



The brand was designed to work well in print and on the web.

The screenshot shows the Twitter profile for Building Hope (@BHopeCharters). The profile picture is a blue circle with the white triangle logo. The bio states: "We are a nonprofit organization that supports high quality charter school growth nationwide. #BuildingHope". The website is buildinghope.org, and it was joined in July 2013. There is a "Follow" button and a "1 Follower you know" indicator. The tweets section shows three recent posts:

- Tweet 1:** Building Hope @BHopeCharters · Mar 29
Gem Prep: Pocatello, A Gem Innovation School. We're redeveloping a former Sears big box store. Can't wait to show you once it's completed. #gempreppocatello #bhred #charterproud instagram.com/p/Bvmb7H3Bm0z/...
- Tweet 2:** Building Hope @BHopeCharters · Mar 29
Treasure Valley Classical Academy- Fruitland, Idaho. Thrilled to support this K-6 school opening in August! #charterproud #idahocharters #bhred instagram.com/p/BvmbTrHBECN/...
- Tweet 3:** Building Hope @BHopeCharters · Mar 29
Elevate Academy- Caldwell, Idaho! Construction is underway! Supporting year-

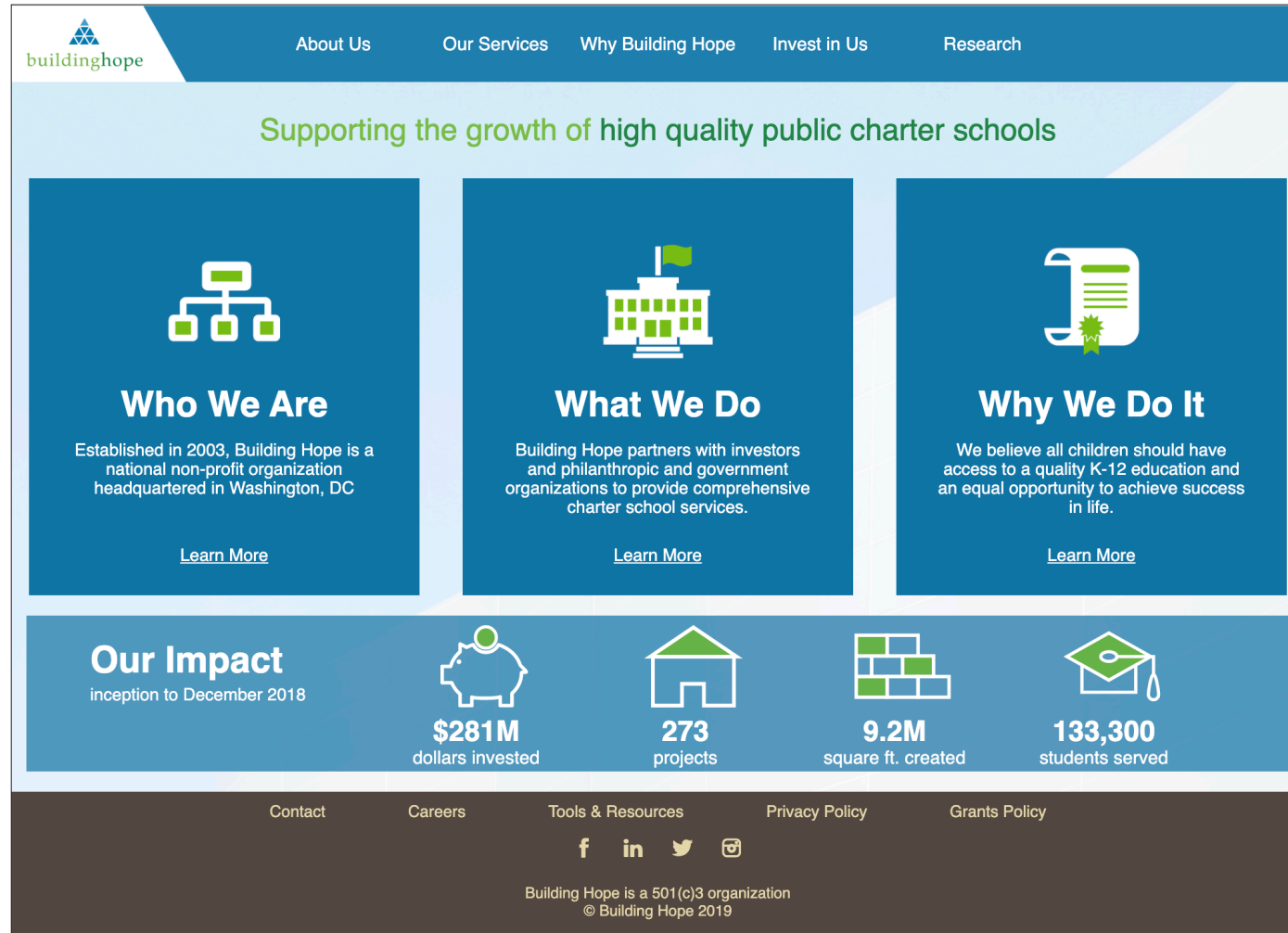


Three business cards are shown, each featuring the Building Hope logo and contact information for different roles:

- Robin Odland, President, BH Finance**
Name@BHope.org
3-3617 (office)
4-7878 (mobile)
- Dru Damico, President, BH Real Estate**
BHope.org
3-3617 (office)
4-7878 (mobile)
- Richard Moreno, President, BH Services**
Name@BHope.org
(517) 353-3617 (office)
(517) 344-7878 (mobile)



The current website isn't up to current web standards. Its dated design and the lack of photos make the organization look out of touch and unsuccessful.



A BRAND NEW WEBSITE



The new website puts Building Hope's story of impact at the center and conveys the organization's full range of services and unmatched expertise.

Development site: stage.buildinghope.org

The homepage features a large hero image of children on a playground. The main headline reads "TRUSTED PARTNER" and "We're more than a vendor. Building Hope is a dedicated, mission-oriented partner that shares your commitment to creating a great school and community." Below this is a "LEARN MORE" button and a section titled "Creating Space for Charters" with the text: "Building Hope builds the capacities of charter schools nationwide by providing unparalleled facilities, financial, and operational services, so that schools can devote their attention and resources to educating students." At the bottom, there are three service icons: "School Finance" (lower-cost solutions), "School Real Estate" (supporting vision by renovating facilities), and "School Services" (administering back-office functions).

This section features a large quote icon with the text "ONE-STOP SHOP" and "Building Hope really is a one-stop shop. They will help you with land acquisition, the building, the financing, and they really have the expertise to do it all." Below the quote is the name "Jason Bransford".

The "BH Finance" page is titled "If your school needs facility financing, we'll get it for you at the lowest cost." It includes a sub-section "Financing We Offer" with two options: "Direct Lending" and "Credit Enhancement". The page also features a "SCHOOL FINANCING" banner at the bottom.

Division Page

The "Where We Work" page features a map of the United States with callouts for various states. It includes the text "Nationwide Reach, Local Depth" and "Total Value of All Direct Loans, Credit Enhancements and Real Estate Loans Made by Building Hope from 2003 to 2019". Below the map is a "Our Regions" section with four sub-sections: "Northeast", "Western Region", "Southeast Region", and "Southwest Region".

Region Page

The "TECH Freire" case study features a photo of two men and a quote from Kelly Davenport, CEO of TECH Freire Schools in Philadelphia, PA. The quote reads: "It couldn't have been better. It was heaven working with them. They were there for us at every step of the way. Now that we're our own landlord, I'm realizing how much I'm going to miss them." The text also mentions "Facility Freedom in the Cradle of Liberty".

Sample Case Study



THANK YOU

www.engage5e.com