

June 2024

ETA Learning Branding Proposal

Branding package + marketing initiative

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Proposed To:
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1 Overview

This branding proposal contains the following:

- Colour palette variations (x4)
- Branding typography and samples
- Branding graphics styles and samples
- Target audience research
- Digital marketing plan & initiative

A number of variations has been included for all of the different elements. You can mix and match whichever you prefer and a revised version of this document will be sent with any requested changes.

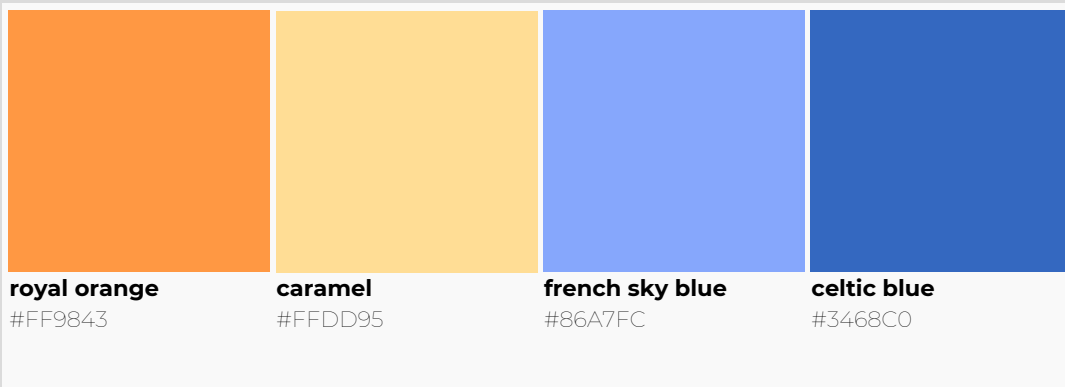
2 Colour Palettes

The following colours are the best options to consider for the educational sector:

- **Red (the energizer)**— red is a stimulating colour that represents energy and determination. Red stimulates the adrenal glands and can generate feelings of energy and encourage creativity conducive to active learning.
- **Blue (productivity driver)**— blue is best used for learning situations which are challenging. Research suggests that people with highly intellectual work that requires a high cognitive load are most productive in blue environments. It should be paired with warmer colours to avoid a sense of detachment and coldness.
- **Green (concentration catalyst)** — green promotes calmness and a sense of relaxation and is great for encouraging long-term concentration and mental health.
- **Orange (mood lifter)** — orange can be a welcoming and mood-lifting colour for learners, which in turn promotes comfort and improves neural functioning. It encourages critical thinking and memory and increases the oxygen supply to the brain, stimulating mental activity and loosening inhibitions.

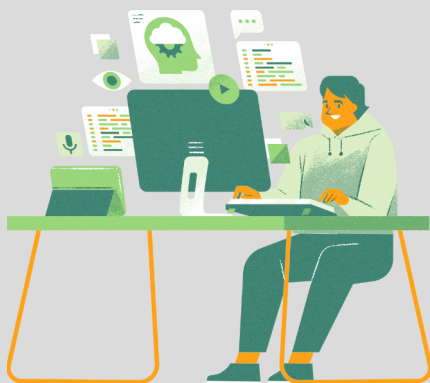
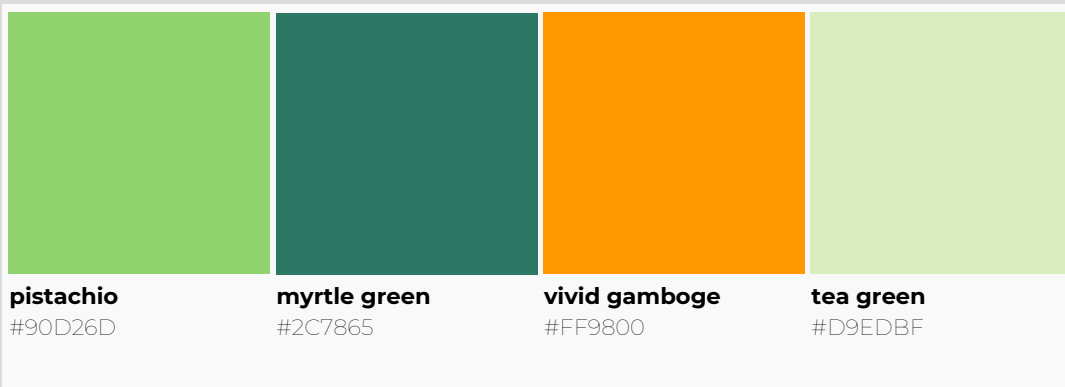
*citations are available at request.

Palette one (1)



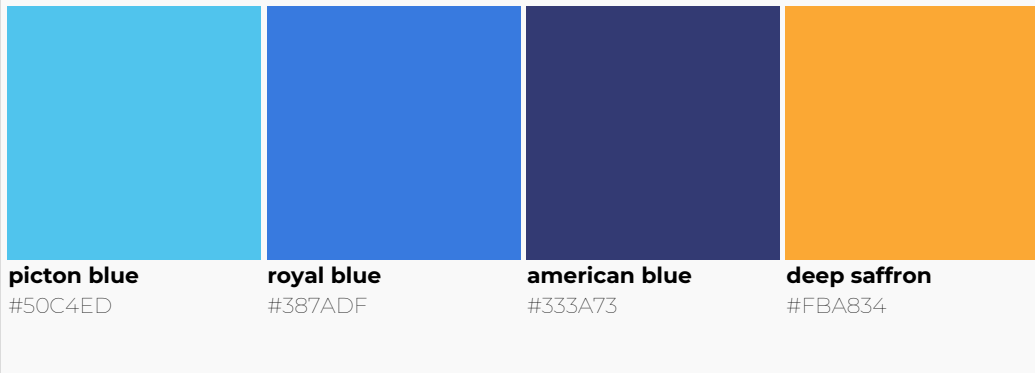
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Palette two (2)



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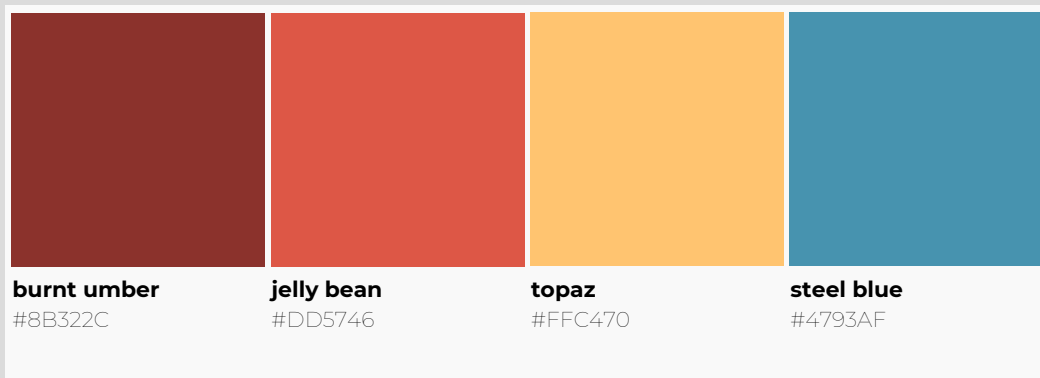
Palette three (3)



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Palette four (4)



SAMPLE
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3 Typography

Headings

Accent

Sample

Aa

Gotham

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STUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#%&*()

Aa

Montserrat

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ETA

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Poppins

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Neue Montreal

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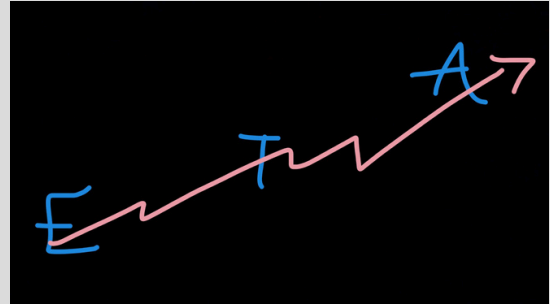
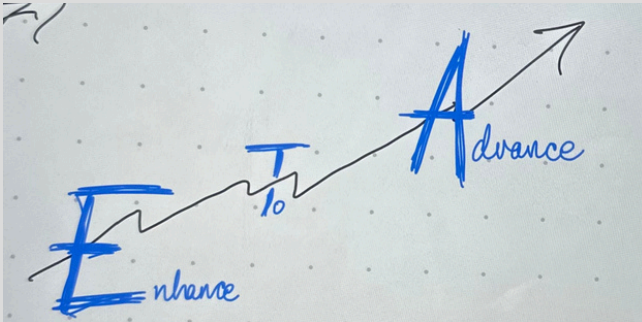
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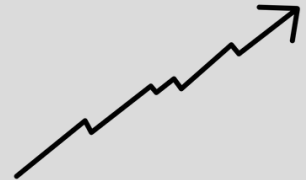
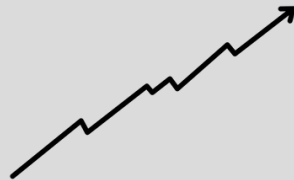
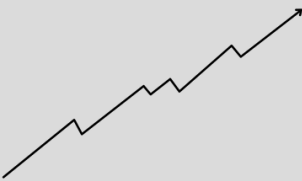
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4 Graphics

Reference



Line graphics



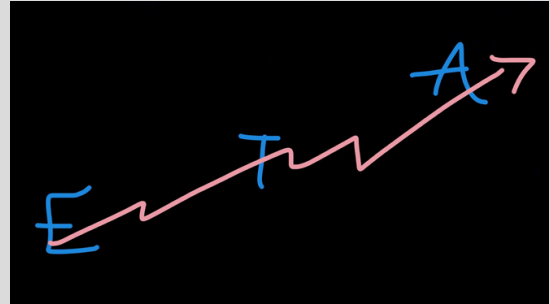
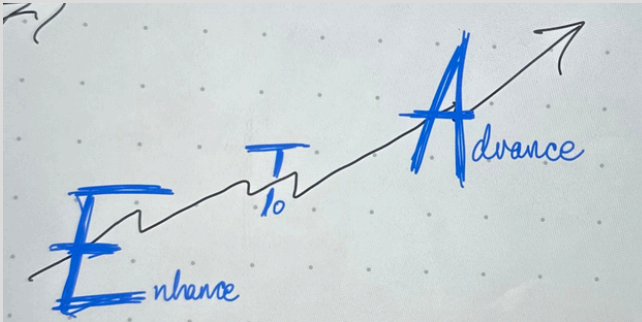
Rough samples



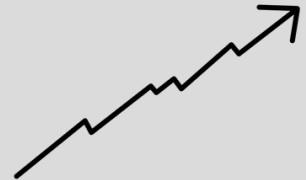
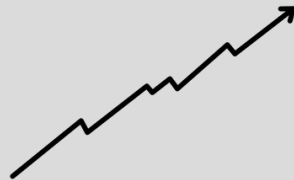
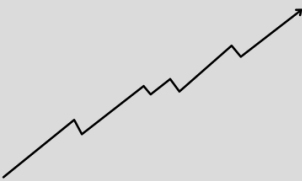
*These rough samples aren't the final ones. Once you provide your feedback and select your typography and colour palettes, they will be resampled to reflect your choices.

4 Graphics

Reference



Line graphics



Rough samples



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5 Branding Initiative

defining USP

- Personalized Learning: Highlight the personalized attention each student receives.
- The Montessori method: Showcase how your tutoring supports not just academic success but also overall cognitive and emotional development.
- Experienced Tutors: Emphasize the qualifications and experience of your tutors.
- Bilingual Instruction: Consider bilingual instruction to attract more students.
- Interactive homework: Come up with a new and interactive way students can do their homework that is only accessible through your platform.

digital marketing strategies

Website Optimization

- **SEO (Search Engine Optimization)**: Optimize your website with keywords like “tutoring services North York,” “Math tutoring for kids,” and “online English tutoring.”
- **Content Marketing**: Regularly update a blog with educational tips, success stories, and insights on child development.
- **Local SEO**: Ensure your business is listed on Google My Business. Encourage reviews to improve local search rankings.

Social Media Marketing

- **Platforms**: Focus on Facebook, Instagram, and LinkedIn. These are the platforms that are used most by the target consumers (parents). TikTok is also a good platform that’s popularity is rising among target consumers.
- **Content**: Share educational tips, success stories, testimonials, and interactive content like quizzes. Sharing relatable and entertaining content on TikTok (using viral sounds and partaking in trends) can also help drive more traffic overall.
- **Advertising**: Use targeted ads to reach parents in North York and surrounding areas. Utilize demographic targeting to reach parents of children aged 2-14.

Email Marketing

- **Newsletters**: Send out monthly newsletters with educational tips, updates on your services, and special offers to all consumers.
- **Automated Campaigns**: Set up automated email campaigns to welcome new inquiries, provide free resources, and follow up with potential leads.

community engagement & offline marketing

Local Partnerships

- **Schools and Daycares:** Partner with local schools and/or daycares to offer workshops or free assessment days.
- **Community Centers:** Collaborate with community centres to hold educational events or sponsor community activities.
- **Libraries:** Offer free tutoring sessions or educational workshops at local libraries. This will present the opportunity to also promote private sessions.

Events and Workshops

- **Open Houses:** Host open house events where parents and students can meet tutors and learn about your programs.
- **Workshops:** Conduct workshops on topics like “Preparing for School,” “Math Fun Day,” or “Reading and Writing Basics.”

Traditional Advertising

- **Flyers and Brochures:** Distribute flyers and brochures in local neighbourhoods, community centres, and schools. You can send flyers to your targeted neighbourhoods within the area:
 - <https://www.canadapost-postescanada.ca/cpc/en/commercial/direct-mail/neighbourhood-mail.page>
- **Local Newspapers:** Advertise in local newspapers and parenting magazines.