

Grace Episcopal Day School

Situation Grace Episcopal Day School, a private school founded in 1960, offers programs for students from nursery through grade at two bustling campuses in Maryland. Steeped in tradition and learning excellence, Grace provides a classic education in a warm and nurturing environment. The school wanted to update its image and develop marketing materials to better reflect these qualities and to convey the institution's growth and vision.

Solution The Design Channel recommended a review of the school's positioning in the marketplace and a revamping of its visual identity. The existing logo was dated and uninspiring, and the school's communications materials suffered from inconsistency. Our issues and needs assessment suggested that a solid foundation was needed first before developing new materials.

We refined Grace's positioning statement and redesigned its logo to better reflect the school's goals. We then designed an entire suite of new, coordinated communications materials, revamped the schools' website and initiated a brand identity standards manual.

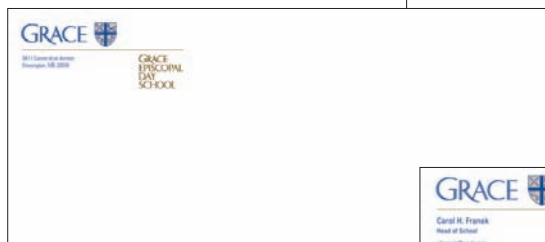
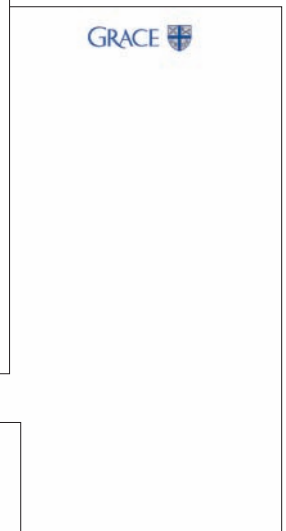
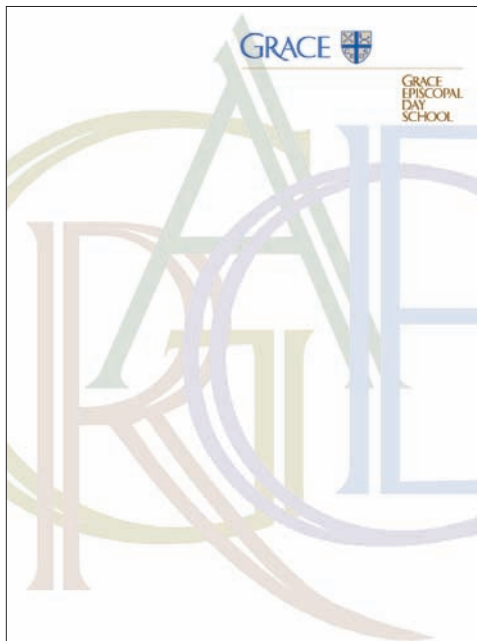
Result The new brand identity was extremely well-received and quickly embraced by the school's administration. The new branding has made a positive impact on the school's recruiting and development activities, and has helped Grace implement its marketing efforts in a more coordinated and consistent manner.

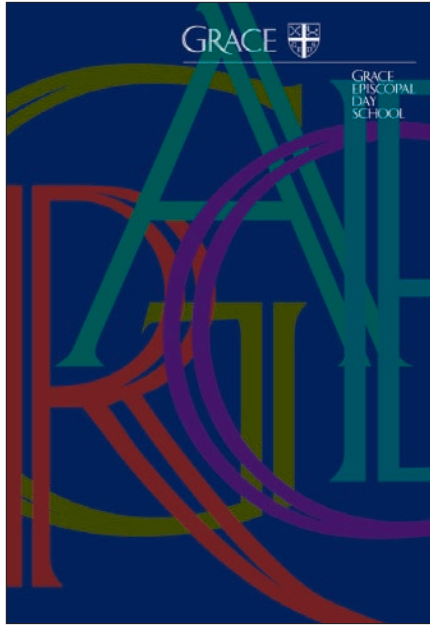
- o identity
- o positioning
- o portfolio pocket folder
- o stationery package



GRACE
EPISCOPAL
DAY
SCHOOL

The whole child is important at Grace. We nurture the emotional health, spiritual growth, creativity, and physical development of each student. We offer an enriched academic program that prepares children for continuing success long after they graduate from Grace. Just as importantly, we provide training for life, helping students to become responsible citizens of their neighborhood...and the world.





THE WHOLE CHILD IS IMPORTANT AT GRACE,
SO WE NURTURE THE EMOTIONAL HEALTH, SPIRITUAL GROWTH, CREATIVITY, AND PHYSICAL DEVELOPMENT
OF EACH STUDENT.



SMALL CLASSES AND SMALL GROUPING IN THE CLASSROOM
MEET THE NEEDS OF EACH CHILD,
ENABLING STUDENTS TO LEARN AT THEIR IDEAL PACE.



As an extension of our Grace Catholic in Seattle tradition,
Grace's home program fosters its faith.
SEE VISUAL EDUCATION PRACTICES.

EMOTIONAL AND SPIRITUAL DEVELOPMENT OF
ADMINISTRATORS, TEACHERS, PARENTS, BOARD MEMBERS AND OTHER FEELING MEMBERS
WHICH CONTRIBUTES TO THE WELFARE OF ALL GRACE STUDENTS.



PREPARING STUDENTS FOR CONTINUING SUCCESS IN SCHOOL AND LIFE

Rooted in the Episcopal school tradition of excellence, Grace Episcopal Day School offers programs for nursery through grade 8 at two beautiful campuses in Silicon Valley and Redwood City. Through small classes, flexible teacher-student ratios, and skill grouping at each grade level, Grace nurtures the development of each child, allowing every student to progress at his or her ideal pace. We provide a classic elementary education that ensures mastery of the basic skills while preparing our students for future academic achievement.

But so much more is at stake in the beginning of a Grace education. We are committed to the growth of the whole child, to our programs that address the intellectual, spiritual, social, and physical development of each student. Our teachers help children reach heights that are possible in a school setting, those heights that are the school's hallmarks.



It is a daily lesson to ask students to take responsibility for their actions, cultivate diversity, and address new challenges. They are given almost weekly challenges, giving them time for reflection and analyzing their performance in a context of faith. Throughout the course, our staff challenge through our action, working to ensure that we help them become responsible citizens of their neighborhood, and the

The Grace School community encompasses parents, siblings, grandparents, and congress as well as students, teachers, administrators, board members, Grace Church staff, and many members, including the rich multicultural, multilingual heritage of our central valley region. Families of all sizes and backgrounds come together in a harmonious environment that addresses diversity. Whether greeting parents to learn in the school hallway or working together one on one in times of hardship, the members of our community gain strength from shared values and common bonds. When they smile or talk, almost always you hear their loving kindness as the ones they brought along their own school course.

Ultimately, a Grace education helps students develop an ongoing love of learning and an appreciation of their special gifts. Grace fosters the foundation for competing success in school, well beyond graduation and productivity to life.



GRACE IS A PLACE TO GROW
WHERE STUDENTS ACQUIRE KNOWLEDGE, SKILLS, AND WISDOM TO ENJOY LIFE TO THE FULLEST.

EMBRACING OUR CURRICULUM

In keeping with Grace's mission to educate the whole child, we offer many enrichment events to the academic curriculum. Through weekly classes and field trips, our resource teachers help students explore the worlds of music, art, modern languages, computers, physical fitness, and sports. Weekly visits to the library afford access to the best in children's literature, and our intensive reading recovery program gives students extra time to improve their comprehension and fluency. As children progress in their disciplines, they identify unique God-given talents, and some students discover something truly wonderful about creation.

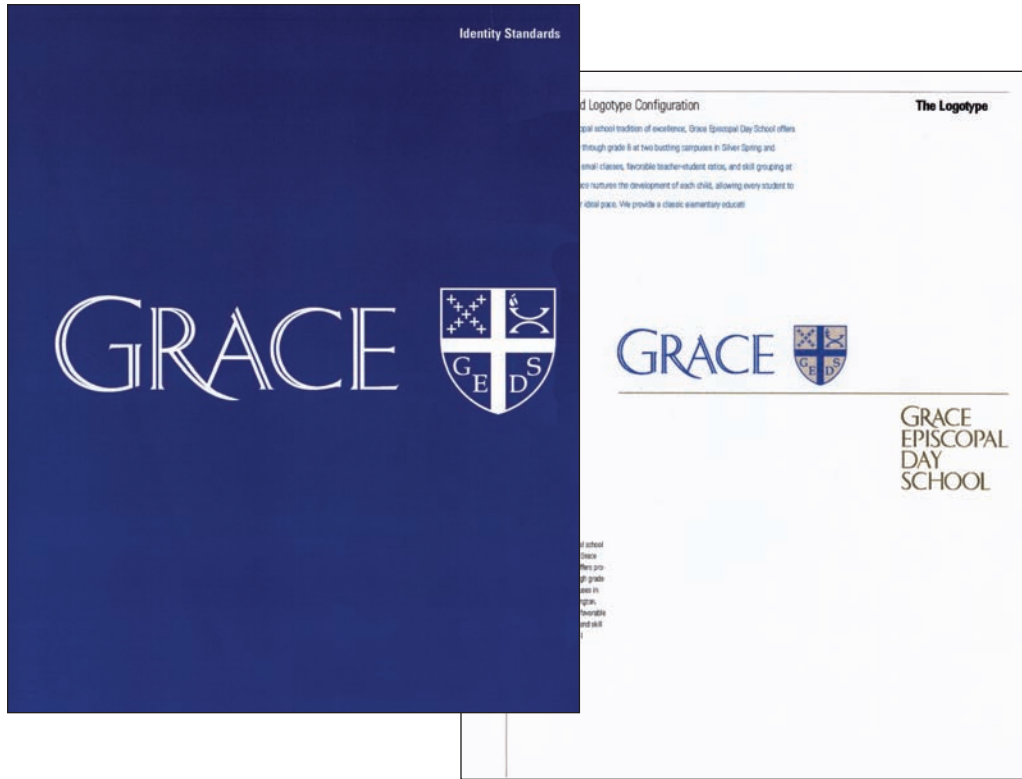


From lessons through handicrafts, Grace integrates art into the daily routine. Beginning in first grade, kindergarten students may weekly work on art projects and receive assistance in drawing, painting, sculpture, and potpourri. The curriculum focuses on religious, scientific, and historical aspects of the world around us. Students study the art of culture, the great artists, and the relevance of artistic expression in their lives. Our art teachers get creative and often receive the most creative and original work from students. We bring students out to the hallways of both buildings, and each child exhibits their work in the school's art gallery. Our students also display their work at sales and fundraisers.

Computers are featured in all handicrafts through each grade classroom. The computer program also features a computer lab with a variety of programs and internet access. By the 4th grade, there is access to a variety of digital cameras, laser printers, color printers, and software. Students





- o identity standards pages
- o web site



- o summer program brochure
- o icon series

REGISTRATION AND ENROLLMENT

TO ENROLL IN GRACE SUMMER PROGRAMS, PLEASE COMPLETE THE ENCLOSED application. Campers will be admitted provided space is available, enrollment forms are completed, and tuition is paid in full prior to the commencement of the session. Enrollment forms include health/medical forms and emergency information sheet. (Students attending the Academic Enrichment Program will need to request the classroom teacher to complete and return a teacher assessment form provided by Grace Summer Programs.) Detailed information about campers' daily schedule and activities will be mailed prior to each session. Campers bring their lunch. Snacks and a beverage are provided daily.

GENERAL RECREATIONAL DAY CAMP

THE GENERAL RECREATIONAL DAY CAMP FEATURES ARTS AND CRAFTS, SPORTS, NATURE activities and special guest entertainment from 9:00 to 3:00 pm, with before and after care for any combination of 1, 2, 3, 4, 5 days.

BEFORE AND AFTER-CARE
 Early Arrival care is available before 9:00 am.
 After Camp care is available from 3:00 pm to 5:00 pm.



GRACE IS THE PLACE FOR SUMMER DISCOVERY

SUMMER IS THE SEASON for children to develop cherished memories. It's a time to dive into a world of play and active enjoyment, creating, wondering, imagining and exploring along the way. It's a season to learn, build confidence and make new friends. A summer at Grace provides not only enrichment, but also allows for an engaging summer full of new experiences, opportunities and friendships. Grace is the place for summer discovery!


GRACE

Episcopal Day School brings 44 years of experience and excellence in early childhood and elementary education to our summer programs. Campers are grouped by age and supervised and inspired by enthusiastic and experienced counselors who are teachers and college students. Staff are carefully screened and selected for their knowledge and skill, enthusiasm, love for children and good judgment. In addition, training is provided on safety procedures, expected conduct, program planning and implementation. Counselors in Training (CIT) assist the staff in day to day operations.

CAMP STAFF

GRACE SUMMER PROGRAMS



GRACE ✝

