

Words&Pictures Case Study

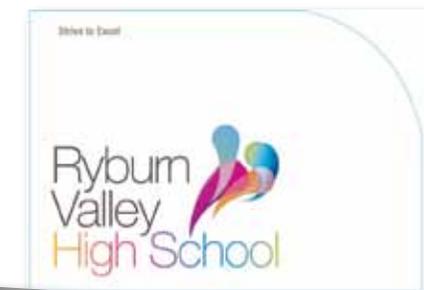
A PROSPECTUS AS UNIQUE AS YOUR SCHOOL

Every school is unique and so are the prospectuses we create. In our twenty years, we have worked with a vast number of schools on a wide range of prospectuses. However, they all have one thing in common: each prospectus is bespoke, reflecting the individual ethos, values and identity of the school.

We have worked with Guiseley School since 2010 and in 2014 they approached us to take their already innovative school prospectus a stage further. The starting point for their new 12-page prospectus was a detailed

consultation with members of the Senior Leadership Team and a creative design workshop with the pupils. This gave Words&Pictures a clear understanding of the school's vision.

Continuing the theme of 'A thinking school', our client manager, designer, copywriter and photographer worked closely with the school to create a new look and new format. The deputy headteacher and business manager of Guiseley School were not afraid to push boundaries; and together we have created something memorable.



Contact us:

01943 854 800

stephen@wpeducation.co.uk

“
You understand
our vision and
the photography
was excellent.”

Business Manager, Guiseley School

“
This collaborative
style of working
must be the
way forward.”

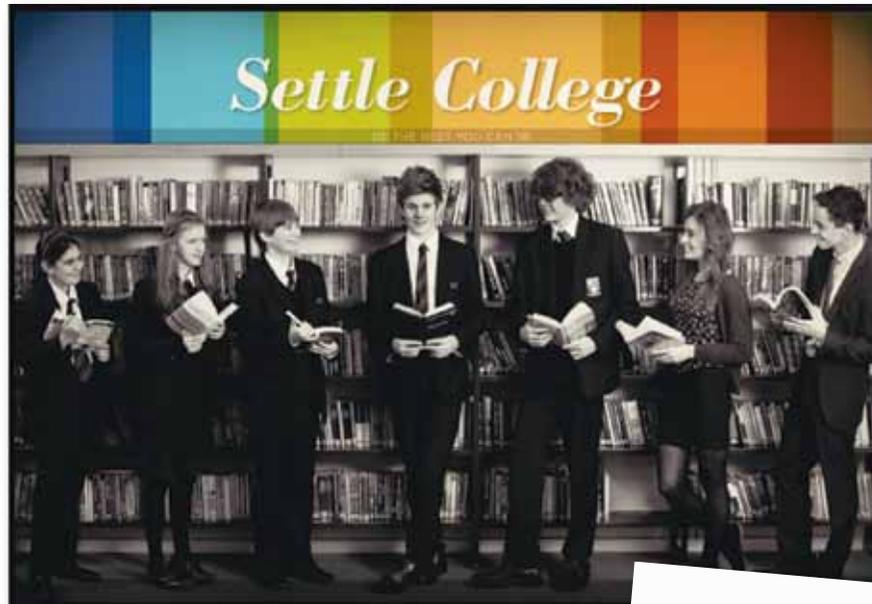
Headteacher, Ryburn Valley High School



Contact us:

01943 854 800

stephen@wpeducation.co.uk



“
The quality of the
finished product is
fantastic and we are
very proud to use it.

Business Manager, Settle College

It's not all black and white...

Ryburn Valley High School also wanted a prospectus that showcased the school's unique offer and stood apart from more traditional prospectuses. Influenced by the Dulux 'Colour Prohibition' advert, the prospectus plays with the use of colour. Starting from a simple cover design, colour creeps gradually from the (mostly) black and white photos at the beginning of the prospectus, through to the vibrant spread at the back.

Settle College also employed the use of black-and-white imagery to give their new prospectus a classic feel. The school turned to Words&Pictures to help them celebrate their history and showcase their recent refurbishment. White space, timeless fonts and complementary colours also gave the prospectus a clean look and kept it bang on trend.



To find out more
visit www.wpeducation.co.uk