

“Telling Your School’s Story” - Story/Branding Worksheet

1. What makes your school unique?
2. What is your school passionate about? What do you care about deeply? What are your core values?
3. What are people saying about your school? What do you want them to say?
4. What do your success stories look like?

Branding Adjectives from Elise Epp Design:

Active	Exciting	Plain
Adorable	Exuberant	Playful
Adventurous	Fabulous	Plucky
Ambitious	Familiar	Powerful
Artistic	Fashionable	Professional
Athletic	Festive	Proud
Bold	Fierce	Quaint
Calm	Flirty	Quirky
Caring	Formal	Radiant
Casual	Frank	Rebellious
Charming	Fresh	Reflective
Cheerful	Friendly	Relaxing
Chic	Fun	Reliable
Classic	Functional	Retro
Clever	Funny	Revolutionary
Collaborative	Futuristic	Romantic
Comfortable	Generous	Rustic
Confident	Gentle	Scholarly
Conservative	Glamorous	Secure
Contemporary	Graceful	Sensitive
Convenient	Hip	Serious
Cool	Hilarious	Silly
Cooperative	Historic	Sincere
Courageous	Impactful	Sleek
Creative	Industrial	Smart
Custom	Informal	Soothing
Cutting Edge	Innovative	Sophisticated
Daring	Inspiring	Stable
Dazzling	Intense	Stimulating
Debonair	Intentional	Striking
Delicate	Inviting	Strong
Delightful	Irreverent	Stunning
Detailed	Jolly	Sustainable
Determined	Joyous	Swanky
Direct	Low Maintenance	Timeless
Dramatic	Lively	Tranquil
Dynamic	Lush	Trustworthy
Eager	Majestic	Unconventional
Earthy	Mature	Urban
Eccentric	Modern	Versatile
Efficient	Natural	Vintage
Elegant	Nifty	Whimsical
Enchanting	Noisy	Wild
Endearing	No-nonsense	Witty
Energetic	Nostalgic	Wistful
Ethereal	Organic	Youthful

5. What words describe your school? What words do you want to describe it?

6. What are some unique programs or traditions at your school?

7. What are your school's achievements?

8. What are 3 things that you want everyone to know about your school?

“Telling Your School’s Story” - Assessment

Area	How are you sharing your story?	What would you like to add/change?
Around Your School		
New Enrollments and Families		
Newsletter		
Website		

Area	How are you sharing your story?	What would you like to add/change?
Facebook		
Instagram		
Twitter		
Youtube		