

The brief

To rename and rebrand the Arts Educational School, Tring, helping it to differentiate itself as the UK's leading performing arts school.

The solution

We introduced a name that is clear and concise, focussing on the school's fantastic location and surroundings whilst clearly defining their offer. This enabled us to design a logo which positioned them as modern and dynamic, whilst the device of a lit performance space reinforces their pre-eminence within the performing arts sector.

As the project evolved we designed stationery, signage, marketing materials, prospectus and a new website (www.tringpark.com). Featuring video, dynamic content and an innovative Flash driven menu system the site broke visitor number records soon after launch.

We also took over 400 shots to accompany the project and form the basis of a photographic house style. It gives a positive sense of life at the school by building a rich visual tapestry which focuses on details of the building itself, students at work and at play and the specialist courses on offer.

The outcome

"We are delighted with the work that has been achieved by Frink Design for our major rebrand which – amongst other things - included a logo, prospectus and construction of a new school website. Throughout the 8 month period of development I found Frink to be helpful, efficient, sensitive and imaginative and the results have been received with positive enthusiasm – no mean feat when the changes that have been made have been so radical."

Miriam Juviler, Marketing Manager,
Tring Park School for the Performing Arts

Tring Park

School for the Performing Arts

