

Safe and Supportive Schools

**Research, Strategy
and Creative Development**

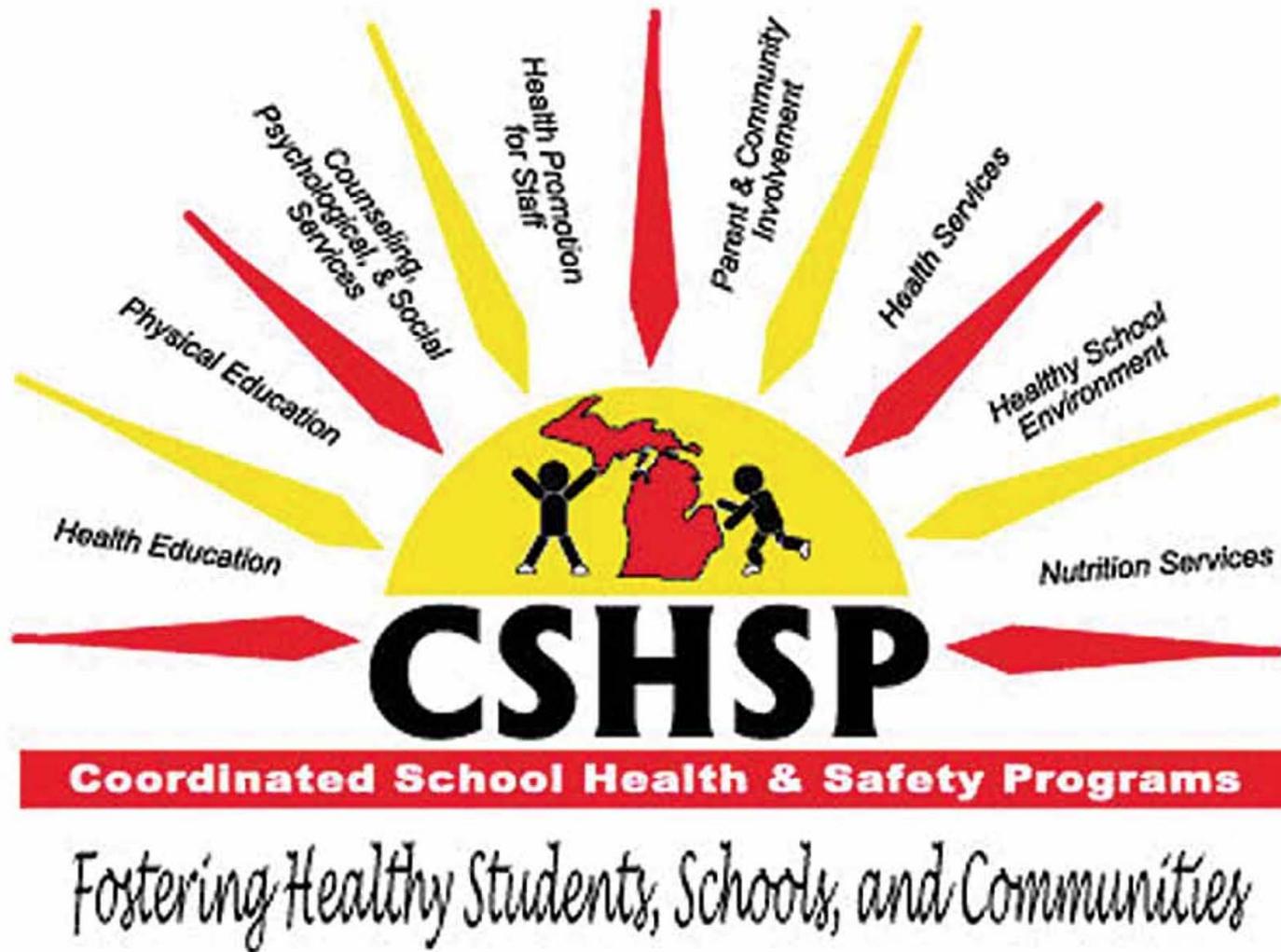


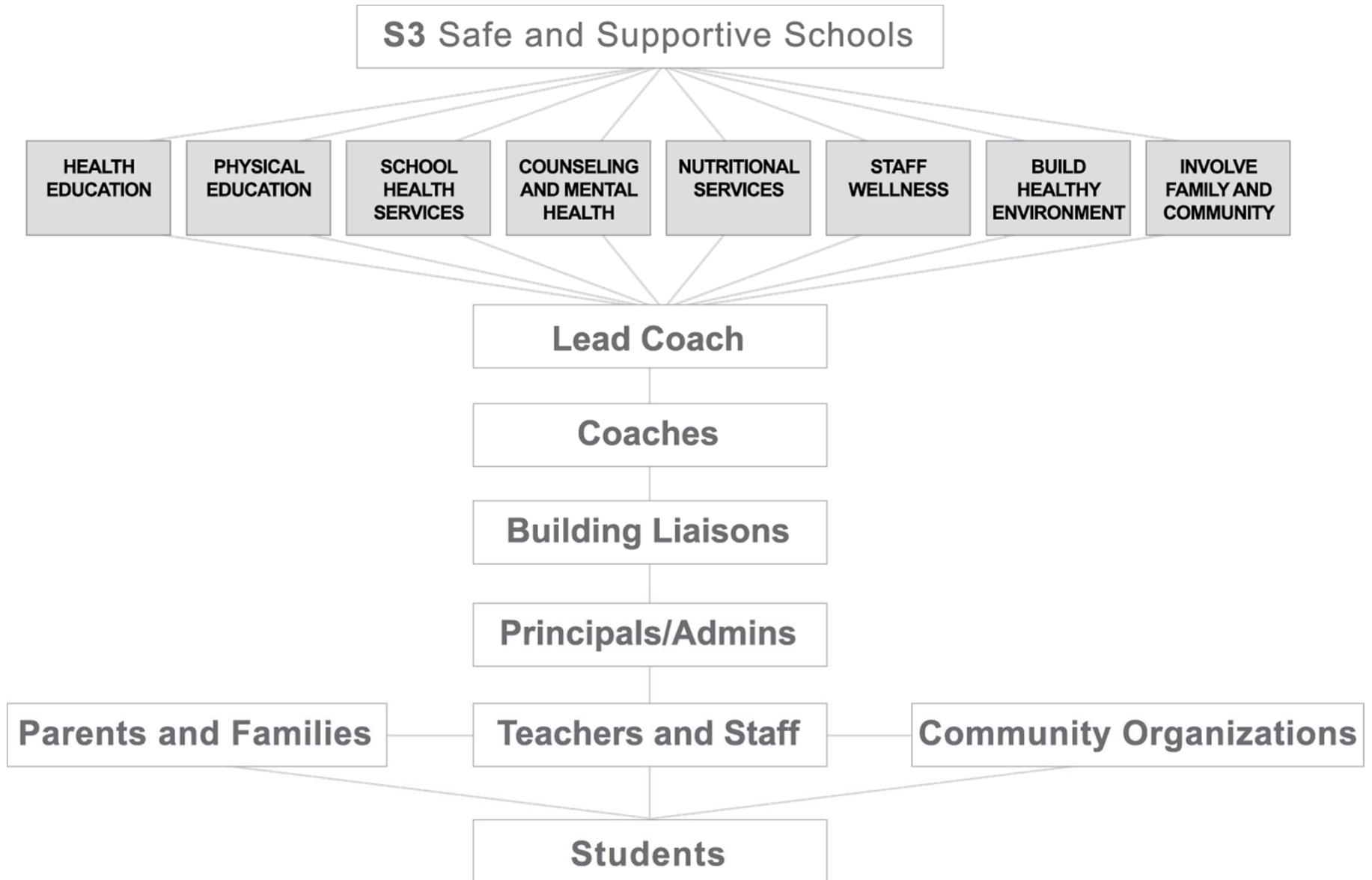
C I E S A D E S I G N

utmost
THE UTMOST GROUP

How do we discover a brand like S3?

- Secondary research; learn from others
- Primary research; with different constituents
- Iterative collaboration and refinement
- More primary research; validate
- Let the truth reveal itself
- Leverage the power of a simple idea





What we learned:

- Need for higher order communication
- Multiple subject and TA complexities
- Top-down and bottom-up resonance

What we've done:

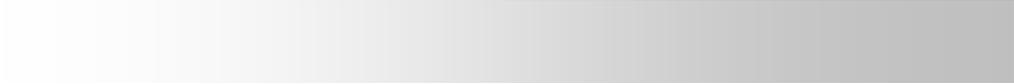
- Secondary research
 - Communication archetypes
 - Brand architecture archetypes
- Primary research
 - MDE and S3 personnel
 - Students at S3 grant high schools
- Results-based revisions
- Additional primary research
 - Students at S3 grant high schools

CIESA DESIGN



utmost
THE UTMOST GROUP





RESPECT

CIESA DESIGN



utmost
THE UTMOST GROUP



think.
respect.



think confidence.

respect your game.



think beautiful.

respect your body.

think brave.

respect the unknown.

CIESA DESIGN



utmost
THE UTMOST GROUP



think original.

respect different.

think achievement.

respect failure.

CIESA DESIGN



utmost
THE UTMOST GROUP



think passion.

respect what you love.



Cues for think. respect:

- Engaging, matters on a personal level
- Interactive, help facilitate conversations
- Motivational, inspires through authenticity



think. respect.



Safe and
Supportive Schools



social conduct:

think
PASSION

respect
WHAT YOU LOVE

what do you think?

Ehenias ut demolli gnimusa sitiberferum qui necati consed eaque liqui coratem poreicit lam, verferovit quae quiditis consece pudanda ad quam utemquam quati arum sam, sum untiis suntio eles et pa comni aut quossumquia volutem. Sanima non consenda voluptam et fugit volorpora intibus nest et voluptatur? Icat ommolupti comminincto iustem inihita vellis sa vel qui ut quis es verore, ipic tem recumquo bere ipsaerae parclique pa idel eturia quia simillam, elicide est.



ThinkRespect.org

[social conduct]



Safe and Supportive Schools



Lansing Eastern High School



Ehenias ut demolli gnimusa sitiberferum qui necati consed eaque liqui coratem poreicit lam, verferovit quae quiditis consece pudanda ad utemquam quati arum sam, sum untiis suntio eles, verferovit quae quiditis consece pudanda ad utemquam arum sam, sum untiis suntio eles.

S3-HomePage-sketch.jpg 5,475x5,550 pixels

www.thinkrespect.org

Apple .Mac Amazon eBay Yahoo! News (4,957) Apple (466)

think. respect.

Search GO

your voice your school your community **our goal**

Ehenias ut demolli gnimusa sitiberferum qui necati consed eaque liqui coratem poreicit lam, verferovit quae quiditis consece pudanda ad quam quati arum sam, sum untiis suntio eles et pa comni aut quossumquia. [LEARN MORE](#)

what do you think?

SPEAK MOTIVATION
SHARE IDEAS WITH PEERS

THINK INSPIRATION
WORK WITH STUDENTS

RESPECT CHANGE
COLLABORATE WITH SCHOOLS

students educators community

Ehenias ut demolli gnimusa sitiberferum qui necati consed eaque liqui coratem poreicit lam, verferovit quae quiditis consece pudanda ad quam utemquam quati arum sam, sum untiis suntio eles et pa comni aut quossumquia volutem. Sanima non consenda voluptam et fugit volorpora intibus nest et voluptatur?

MICHIGAN Education

think. respect.



think. respect.



think. respect.



think. respect.



What we've learned:

- think. respect. is a powerful idea
- We have a viable brand architecture
- We can proceed with confidence

Our next steps:

- “Tool Box” research with you
- Program elements recommendations
- Additional creative work
- Validation research, as needed



Safe and
Supportive Schools