

The Principalship Program

The University of Texas at Austin

The Principalship Program is a nationally-ranked graduate program in Educational Administration at The University of Texas at Austin. This leadership preparation program blends university courses with field-based learning in area school districts. In addition to helping individuals become effective school leaders, the Principalship Program also assists local schools in building leadership capacity, and supports effective leadership preparation through ongoing research and dissemination of findings to the educational community at large.

The Challenge

The Principalship Program currently coordinates two educational grants totaling well over \$2 million. These initiatives allow the Principalship Program to have an even greater impact in its efforts to partner with area schools and local communities to build more comprehensive leadership development systems and structures outside of the university. In light of current outreach efforts, the Principalship Program saw a need to create more consistency in the patchwork of informational materials that had been developed over the years. Creative Fire LLC was hired to develop an identity and collateral system that clearly and succinctly encapsulated the Principalship Program and its various leadership development efforts.

The Solution

Identity. One of the first phases of creating this communication system was to develop a logo for the Principalship Program. This logo was designed to serve as the master brand for the Principalship Program and all of its auxiliary leadership development efforts. To symbolize the idea that the Principalship Program was evolving with the changing needs of educational leadership, the main typeface chosen for the logo combines qualities of both traditional and modern typefaces. The Principalship Program logo also incorporates two key elements into the design that firmly tie the program to the university: the university's distinctive burnt orange color, and The University of Texas at Austin wordmark.

Additional logos were created for the Central Texas Leadership Development Alliance (CTLDA) and the Texas High School Principal Endorsement Project (TxHSPEP), two educational initiatives currently coordinated by the Principalship Program. These subsidiary logos mimic color and typefaces in the Principalship Program logo while maintaining a unique identity for each initiative.

Collateral. After the identity was developed, Creative Fire designed a collateral system with a hierarchy that could grow with different Principalship Program initiatives. The resulting system is built around the star shape from the Principalship Program logo. In the parent brochure, a full star is created from a combination of collaged images and pieces of the star. In lower level brochures, a half star keeps each brochure's connection to the system and the Principalship Program. The images chosen at all levels of the hierarchy reflect the Principalship Program's commitment to facilitate a seamless system of education, from preschool through college. Additionally, the collage effect is meant to remind educators that the multifaceted problems of leadership in today's schools require richer and more complex solutions than in the past.

