

**Colab**

madeincolab.com

# Design & Advertising for forward thinking schools

Founded by two ad men.

A fresh approach for the ever-changing education sector.



It has never been more crucial to **stand out** to prospective students, parents, partners and the community.

That's why Colab was founded: to provide **industry-leading** design and advertising for schools at a **sensible price**.

*“Your brand is what people say about you when you're not in the room.”*



# Two ad professionals who care about top-tier design.



## Jonny Parker

— Managing Director

12 years' experience working in some of the most award-winning creative and branding agencies including Grey and The Engine Group along with small independent creative studios.

Have worked with startups all the way through to global brands such as Volvo, M&S and within the charity and education sector.



Managing project budgets from £5k to £2.5m

A father-to-be, the husband of an assistant headteacher, and the son of two headteachers.



## Karl Blankley

— Creative Director

Career spanning 12 years working in three different countries, serving as a Design Director in Australia, Scandinavia, and Canada.

Have collaborated with prestigious clients including Arsenal FC, Sony, Bang & Olufsen, British Airways, and Amnesty International.



Recognised at various award shows, including Cannes and D&AD.

A husband and father to two daughters, living by the sea.

# Our simple 3-step process and list of services.

1

## Define

Workshop to discuss the brand challenges you face and where you want to be.

2

## Create

We get started, working with you to create the brand and content you need.

3

## Deliver

We don't part ways after the project is complete; we work with you collaboratively to make sure what you have continues to work.

We help you raise the bar with:

- ✓ Branding
- ✓ Logos
- ✓ Websites

- ✓ Signage
- ✓ Prospectus
- ✓ Wall Displays

- ✓ Photography
- ✓ Video
- ✓ Editing

- ✓ Event branding
- ✓ Presentations
- ✓ Merchandise

✓ and more...

We don't have minimum sign up terms.  
We work with you for what you need, within your budget.

## Free Workshop Let us show off

Send us what you need and we will show you our approach. What do you have to lose?

- ✓ Social media posts
- ✓ Prospectus front cover
- ✓ Repurposing existing content
- ✓ In-school signage

## Example Package The Overhaul

- ✓ Complete rebrand
- ✓ Full brand toolkit
- ✓ How to implement the new brand
- ✓ Social media templates
- ✓ Prospectus design
- ✓ Alumni and Award boards
- ✓ Initial Web Design
- ...and much more

## Package The Unknown

Need something specific or not sure what you need?  
Let's chat about how we can help you. (It is not as expensive as you might think.)



# Mentorship?

We take collaboration one step further, and work with your students.

## Aspiring designers?

We offer paid work experience to select students to collaborate with us.



## Folio work

Examples of work that can build student portfolios to help with future employment.



## Industry Contacts

We can introduce your students to global creative and production agencies.

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# Let's collaborate

Get in touch for a chat on how we can help elevate your school's design and advertising.

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