



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒·专注中国·服务世界

# QUEENS PAIDEIA SCHOOL



CASE  
STUDY

QUEENS PAIDEIA  
SCHOOL (QPS) NYC

Queens Paideia School is a renowned independent K-through-8 school in New York City. Founded by Dr. Francis Mechner, the Paideia pedagogy is based on his lifetime of child development and education theory, and the practical experiences of QPS schools, first opened in upstate New York in 1969.

As the agency of record for Queens Paideia School, Allegravita has supported the school's public relations, branding, digital marketing and social media needs since 2016.

During Allegravita's engagement, QPS has seen year-on-year growth in student enrollments, dramatic expansion of awareness within target communities, a full branding overhaul, modern new website and digital marketing, and a reboot of the popular annual yearbook for all grades.

Like many innovative independent schools, Queens Paideia School (est. 1969 in Armonk, NY) is fortunate to have a deep bench of excellent educators, and an efficient administration team. Also like many such schools, marketing and communications had been largely left as a "must get around to it" task, awaiting occasional parent volunteerism.

With a long-term mission to improve awareness of the school's unique benefits, and hence attract an ever better breadth and depth of student enrollments, Allegravita was engaged to achieve QPS' long-term objectives using short-term and medium-term marketing and communications techniques.

Allegravita's plan for QPS incorporated an integrated set of project deliverables to upgrade the school's public profile, followed by a PR outreach campaign based on the newly upgraded QPS platform.

A rebranding project was delivered by Allegravita's talented brand team in direct collaboration with QPS' founder Dr. Francis Mechner and principal Karyn Slutsky.

The new brand identity pays homage to the philosophical roots of QPS with a nod towards the school's innovative and responsive pedagogy as seen in its incorporation of the Greek letter  $\phi$  and a color palette drawn from nature. The Greek letter  $\phi$  representing the golden ratio, the balance between all things, is the crux of the brand and is stylized to represent both the letter and a tree, which symbolizes the growth that QPS students have in the classroom and as people. The  $\phi$  becomes the stylized P in the word Paideia around which the rest of the school name is laid out. The pixilation in the left bowl of the  $\phi$  transitions the  $\phi$  into a modern English 'P' representing the movement from philosophical ideal to the foundational tenets of Queens Paideia School: an educational system that is at once individualized and supportive; student-focused and globally minded; analytical and self-reflective.

Building upon the new QPS brand identity, an advanced new website with parent and student login was developed and launched. The website has become the hub of the QPS thought leadership outreach program, with regular social media supporting links back to the scholarly blog posts.

Within the integrated visual system, Allegravita continues to deliver a wide range of marketing and communications assets, including a popular reboot of the annual yearbook, which we produce for the student body and their parents each June.