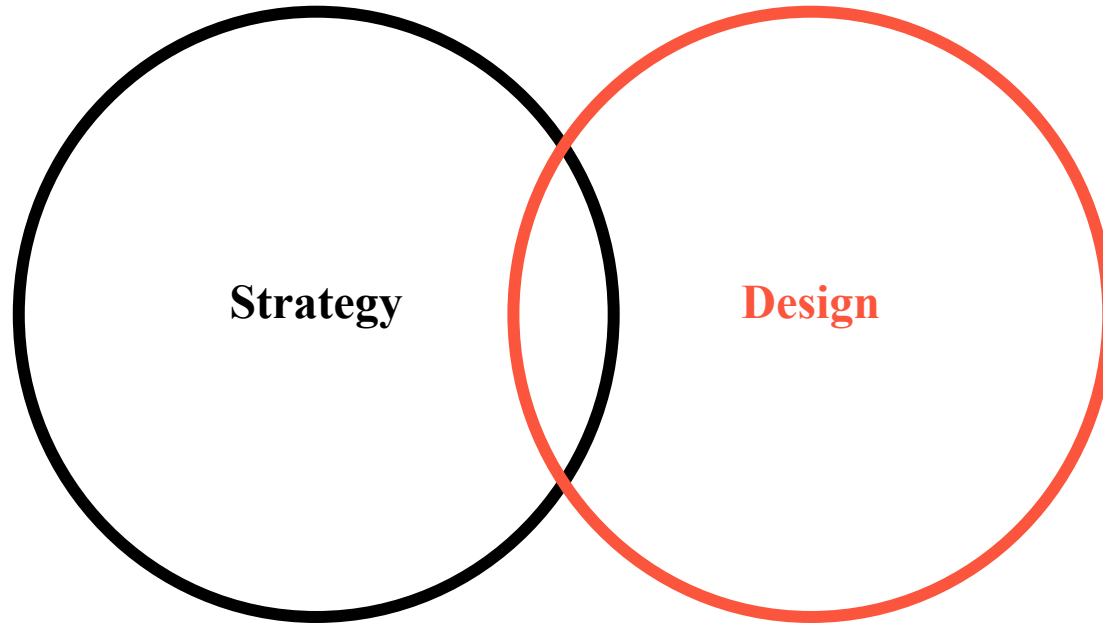


royalties

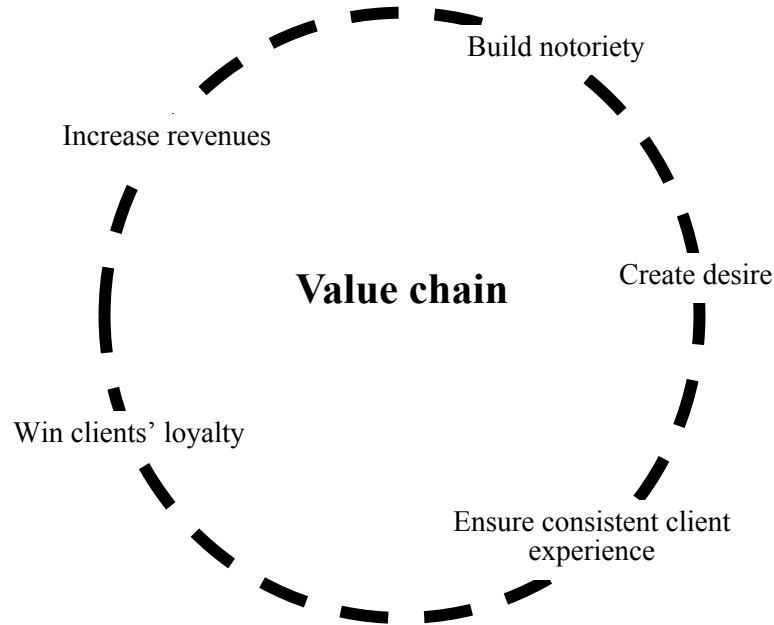
No royalties, no brand;
No brand, no **royalties**

We create leading brands and
build effective communication
systems to accompany them

We bring two different
worlds together...



...to create a chain of advantages that help you establish a solid position within your market



In a nutshell, we generate maximum value for our clients by focusing on three key points:

Meaning

we give every project meaningful content that focuses on the target audience and helps to generate market leadership

Appearance

we enhance every project with visual codes which create recognition and visibility

Experience

we develop points of contact which construct a consistent and unique experience

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Experience

we develop points of contact which construct a consistent and unique client experience

From strategic planning to design,
from training to evaluation, we will support you
throughout your project...



Strategy

- Positioning
- Brand platform
- Brand architecture
- Brand management
- Brand development



Design

- Visual identity
- Brand book
- Animation
- Iconography
- Territory of expression



Language

- Naming
- Verbal identity
- Language guidelines
- Tone of voice



Training

- Toolbox
- Workshops
- Brand inductions
- Tools for internal communications



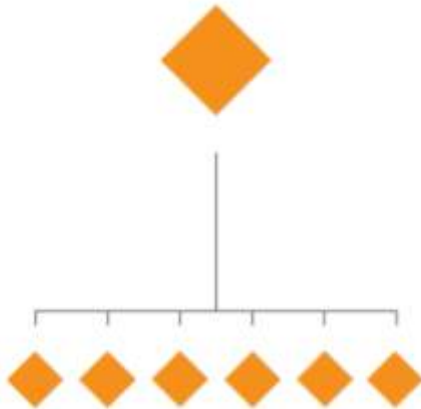
Evaluation

- KPI's
- Monitoring evaluation
- Impact model

Our approach for Enko Education

How to build a strong and visible
Africa-wide network of
international secondary schools?

Enko Education is currently a ‘branded house’ with an almost-monolithic brand architecture



- Monolithic brand architecture
- One name, one brand, one visual system
- Verbal/visual variation to differentiate the segments
- Client trust in brand

Enko Education is the master brand that endorses and brings together a number of local schools: brand extensions are built through ‘descriptors’



Enko is followed by either:

- the name of the partner
- the location of the school

In order to clarify the relationship between the brands, we propose to...

1. Keep the name Enko Education to embody the largest group of international schools in Africa (as requested).
2. Develop a brand-group strategy which creates both readability and visibility of an Africa-wide network of international secondary schools for all shareholders.
3. Gather all the current brands under one visual identity under the master brand. This will serve as an umbrella for each separate brand, gaining increased recognition and brand equity.
4. Keep a certain flexibility amongst brands whilst cohering to one recognizable, overarching brand identity.

Just like the Coca-Cola model, everything will be unified

The Coca-Cola Company



one name
one visual system

Variations will be kept to a minimum to preserve a unified, coherent brand identity



The master brand will act as an endorsement: maximize recognition and the transferal of reputation by keeping the same visual structure

ual: university
of the arts
london
camberwell

ual: university
of the arts
london
london college
of communication

ual: university
of the arts
london
chelsea

ual: university
of the arts
london
london college
of fashion

ual: university
of the arts
london
central
saint martins

ual: university
of the arts
london
wimbledon

Our mission

What do we propose for
Enko Education's brand
identity ?

Scenario 1

Conservative

Unify and align all logos whilst preserving their current look



Delete the "International School" line



enko la gaieté

enko bonanjo

enko collège riviera

enko john wesley

enko ferndale

enko nYamunda

enko Sekeleka

Keep the “International School” line but apply to all schools



Incorporate both the “International School” and “education” lines



Stop logos appearing overcrowded and increase coherency by keeping Enko "education" in each logo but deleting "International School" (your expectations)



Our recommendation: go one step further by keeping Enko Education on each logo but deleting partner logos for increased overall coherency and visual harmony



Your logo has a khaki or 'spinach green' color



This color is generally associated with military uniform and combat. It has also seen a revival in the fashion world as of late.



Enko should adopt a green that resembles themselves as well as one which embodies the brand promise: equality, universality, and the transferral of knowledge.

Scenario 2

Evolutionary

Two options with one prerequisite: conserving the green



Option 1
An 'institutional' green



Option 2
A 'union' green

Option 1

The alignment strategy: an ‘institutional’ green which incorporates blue

A popular color in the West, blue is frequently used amongst top global universities and represents a sort of international standard. Enko Education can capitalize on this pre-defined look of stature by amalgamating it with the green. This leads to a rather unique ‘viridian’ color that will both carry a sense of prestige and differentiate Enko from other institutions.





enko education la gaieté

enko education bonanjo

enko education riviera

enko education john wesley

enko education ferndale

enko education nyamunda

enko education Sekeleka

Option 2

The differentiation strategy: a ‘union’ green that celebrates distinction from competitors

A large number of African countries use this green in their flags and its importance to the continent is reflected in its use by the African Union. This bright, pronounced green celebrates African heritage and cohesion of the continent. This colour is inclusive, friendly and warm and is somewhat unique in the context of education logos. It can therefore differentiate and provide a strong, memorable visual identity.

Above all, this green is an evocation of pride and will visually unify the large number of African students who end up studying abroad at these top universities.





enko
education la gaieté

enko
education bonanjo

enko
education riviera

enko
education john wesley

enko
education ferndale

enko
education nyamunda

enko
education Sekeleka

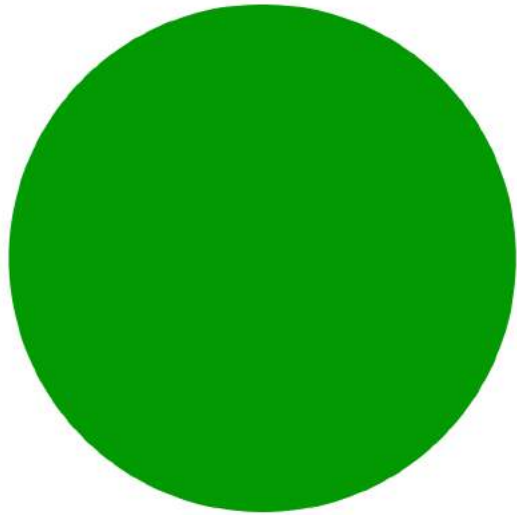
Enko Education's identity should evoke stature and prestige whilst also embodying a sense of dynamism and forward-moving

We decided to keep the original circle of the logo and create a more unified overall identity.

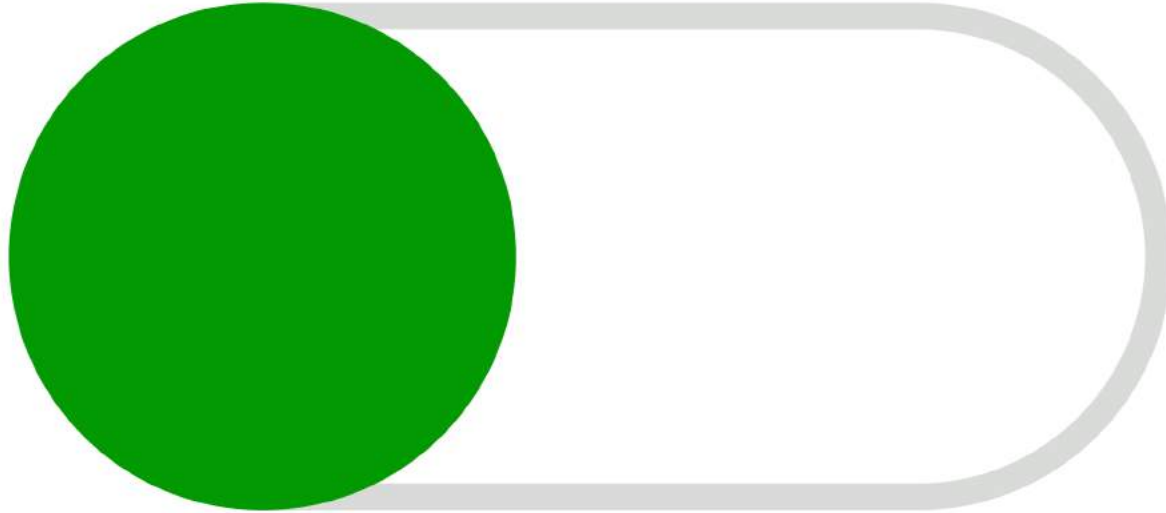
The new identity disregards established conventions and establishes its own, new boundaries. We have created a graphic system based around the 'swipe' symbol - a simple gesture that we use and experience with our smartphones on a daily basis and that personifies the digital culture. With its nod to technology, the new identity establishes Enko Education as a modern brand. By 'swiping' (or by using Enko Education), you are accessing a world of possibilities brought about by the network. The 'swipe' unlocks your abilities, reveals your talents, and opens new opportunities.

The graphic system is both flexible and ordered.

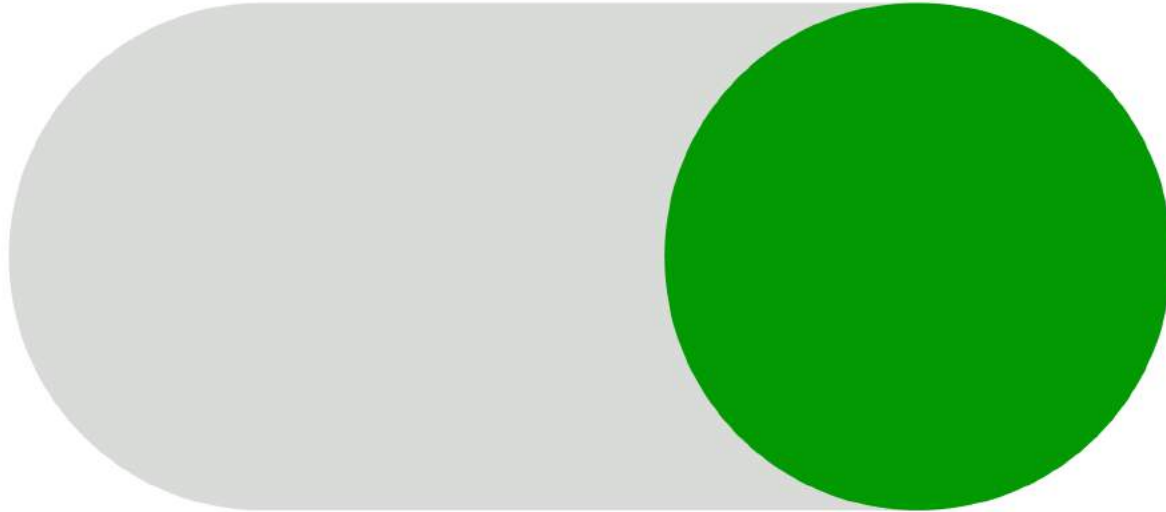
The use of the original circle as a starting point



A graphic system based around the 'swipe' symbol



The 'swipe' symbol unlocks your abilities



Enko Education embodies the promise of opening new perspectives





Welcome to
the largest group
of international
secondary schools
in Africa





Welcome



Where possibilities

become realities



LEARN AND ACHIEVE FOR GOD AND COUNTRY



Dare and learn 





reception



administration

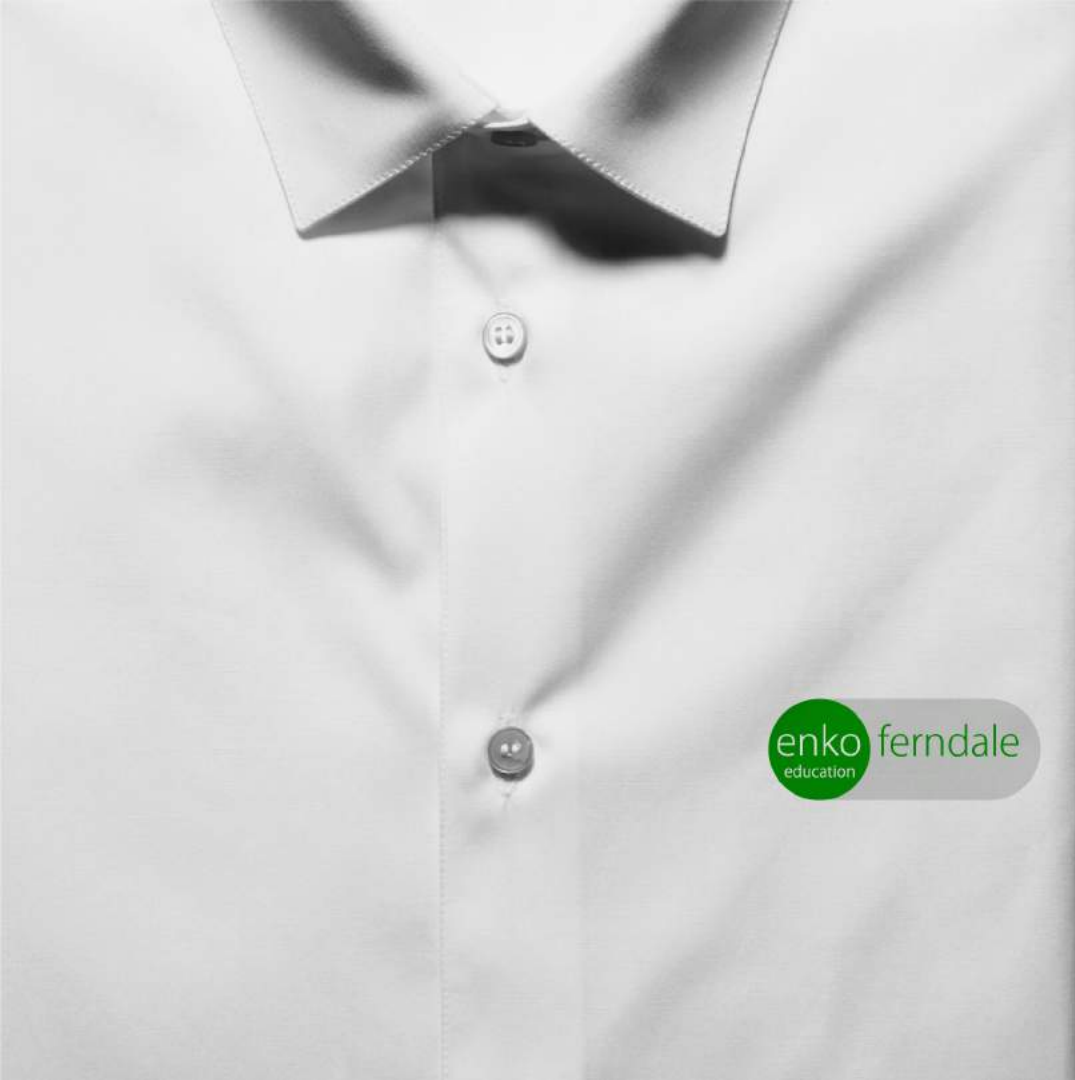


conference room









enko ferndale
education



Our network of schools:

La Gabelle, Cameroon
Bouaké, Cameroon

John Wesley, Ivory Coast
Brazzaville, Congo

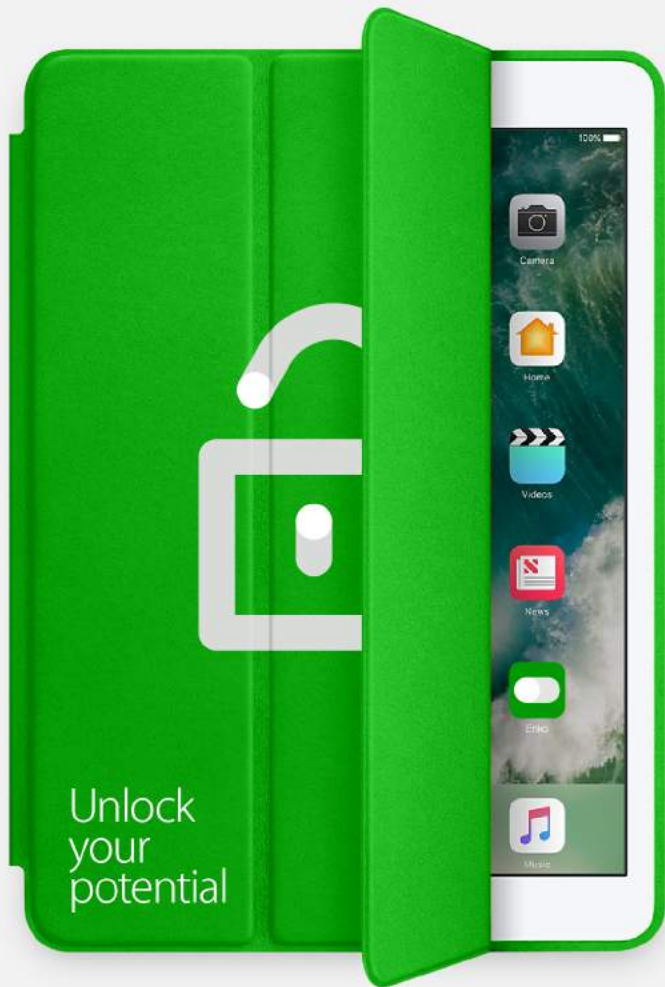
Nyamanda, Mozambique
Sibamba, Mozambique



Fanny Moral
Marketing
& Communication Associate
M - +27 (84) 902 7164
fanny.moral@enkeeducation.com
enkeeducation.com

Learning
beyond
borders







enke la gaité
education

Programme 2017




enka Sekeleka
UNIVERSITY

Your launchpad to the
world's best universities



Find your limits
by pushing them

International Secondary Schools network



Your launchpad
to the world's
best universities

An Africa-wide network of international
secondary schools



Alone
we are smart
together
we are brilliant

Annual report

enکو la gaieté
education

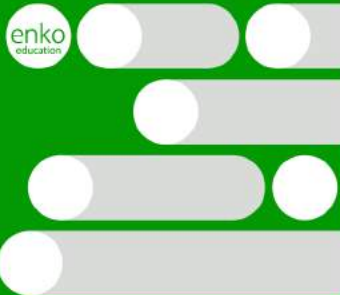
enکو bonanjo
education

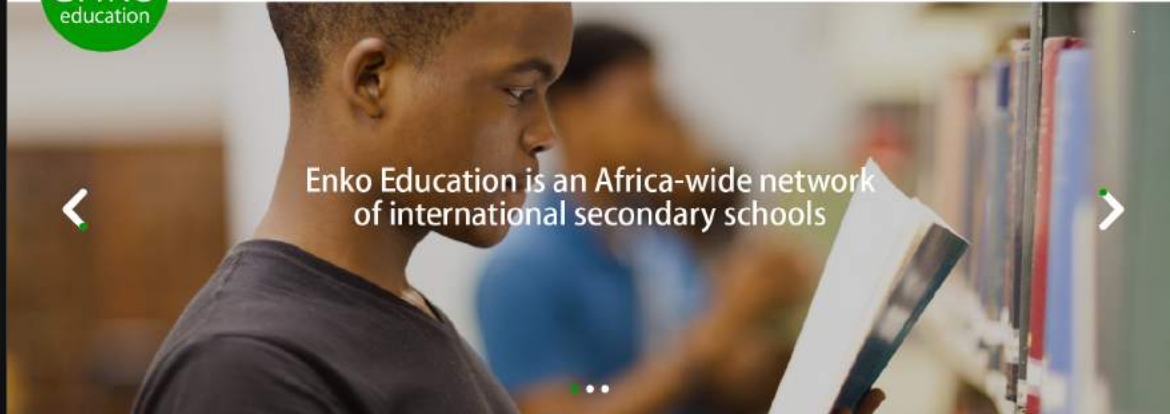


SIMON BARCELONA URMET TORINO NEA ORIZZONTALE ESPERANZA

Le tremplin vers les meilleures universités du monde

Un réseau africain d'établissements
internationaux secondaires





Enko Education is an Africa-wide network of international secondary schools



We offer students across Africa a launchpad to the world's best universities

African students are increasingly eager to study in the best universities in the world : Harvard, MIT, Oxford, Sciences Po, the University of Cape Town.

However, enrolling in those universities is an arduous challenge. Admission processes are hard to decode. National diplomas from Sub-Saharan African countries are not always understood or recognized by such universities, and learners do not always receive the adequate



what we offer

curriculum
learning conditions
orientation

Enko Education schools are (or are in the process to become) 'IB World Schools', accredited by the International Baccalaureate Organization. Once authorised, the Enko schools lead to the International Baccalaureate Diploma.

The International Baccalaureate

The International Baccalaureate (IB) is a prestigious diploma, recognized worldwide by the best universities. Students graduating from IB have a better acceptance rate to the world's best universities.

The International Baccalaureate is the new international norm for many universities throughout the world. Enko Education aims at offering the International Baccalaureate diploma to all Sub-Saharan African students willing to study abroad.



1.3 million international baccalaureate graduates in 140+ countries



the international baccalaureate diploma is recognized by **2000+ universities in 75 countries**



97% of international baccalaureate holders feel that the international baccalaureate programme has **prepared them well for university**

Certifications

To this date the following schools are IB – authorized as IB World Schools:

- Enko La Galeté International School, Yaoundé, Cameroon
- Enko Nyamunda International School, Abidjan, Côte d'Ivoire

Our other schools are candidates candidate schools and pursuing authorization as an IB World School:

- Enko Riviera International School for the International Baccalaureate (IB) Middle Years Programme
- Enko John Wesley International School for the International Baccalaureate Diploma Programme
- Enko Bonanjo International School for the International Baccalaureate Diploma Programme

IB World Schools share a common philosophy—a commitment to improve the teaching and learning of a diverse and inclusive community of students by delivering challenging, high quality programmes of international education that share a powerful vision.

IB middle years programme

Cambridge advanced

Head office

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www.enkoeducation.com

Where we are



Partner



Follow us



Enko Education Limited (Pty) Ltd



Any question? Let us know

Your name (required)

Your email (required)

Your intended recipient

Subject

Write your message here

Send

Contact us directly

- Enko Education La Gaieté
Nouvelle Route Bastos, Yaoundé, Cameroon
+237 698 15 61 76 / +237 653 23 56 52
lagaiete@enkoeducation.com
- Enko Education Bonanjo
- Enko Education Riviera
- Enko Education John Wesley
- Enko Education Ferndale
- Enko Education Nyamunda
- Enko Education Sekeleka

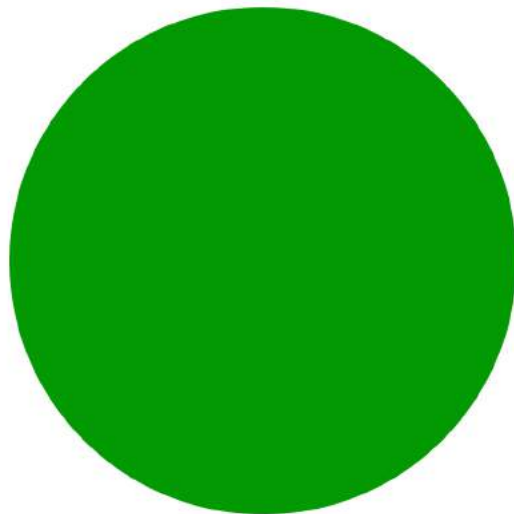
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 P.O. Box 280726, Sandton 2148, South Africa.
 +27 (0) 210 590
 info@enkoeducation.com



Enko Education Investments (Pty) Ltd.

To go further

Keep the circle from the original logo



Adopt a more institutional typeface, written in capitals to evoke a sense of stature

ENK •

Create an 'o' from the movement of the smaller circle

ENKO

Create an 'o' from the movement of the smaller circle



ENKO

ENKÖEDUCATION

ENKŌEDUCATION

ENKŌEDUCATION
LA GAIETÉ

ENKŌEDUCATION
RIVIERA

ENKŌEDUCATION
FERNDALE

ENKŌEDUCATION
SEKELEKA

ENKŌEDUCATION
BONANJO

ENKŌEDUCATION
JOHN WESLEY

ENKŌEDUCATION
NYAMUNDA

ENKÖ EDUCATION

LA GAJETÉ

BONANJO

RIVIERA

JOHN WESLEY

FERNDALE

NYAMUNDA

SEKELEKA

ENKÖ EDUCATION RIVIERA

Welcome to the largest group of international
secondary schools in Africa



**WHERE POSSIBILITIES
BECOME REALITES**







**ENKOE
EDUCATION
SEKELEKA**



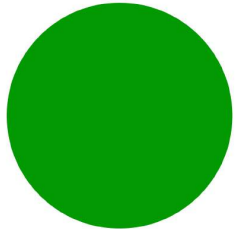
**YOUR LAUNCHPAD
TO THE WORLD'S
BEST UNIVERSITIES**

Creative colour implementation

Here after our first
recommendation for ease of
colours implementation

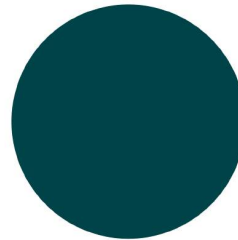
For the flat green

RGB 0 / 154 / 23
HEX 009A17
CMYK 87 / 0 / 100 / 2
PANTONE 2272C
RAL 6037



For the blue-green

RGB 0 / 67 / 73
HEX 004349
CMYK 100 / 8 / 0 / 71
PANTONE 2217C
RAL 5020



Our methodology for Enko Education

We are going to create
a new visual identity that
puts you into the spotlight

Stage 1: Creation Phase - €10K

Creating your ideal brand identity and brand architecture

Actions:

Evaluation of various Portfolio Levels / development of a strong master brand and the integration of offers (schools / partnerships)

Exploration of two creative leads/ideas to bring the brand to life visually: basic identity elements (logo, color palette, style of image, typography)

Applications to illustrate the brand identity in situ: defining endorsement links between Enko Education and school logos / partnerships, co-branding, flexibility, etc.

Deliverables:

- Portfolio analysis / one brand architecture scenario – pdf €2K
- Two options for school logos & colors + style guide in French and English (graphic & iconographic charter i.e school logos) – pdf €5K
- Execution of templates: letterhead, business card, PowerPoint and Word themes, school documents (enrolment form, presence sheet), flyer, kakemono, poster, corporate documents - €3K

Stage 2: Conception Phase - €4K

Designing your new website

Actions:

Design of the website pages / revision and design of the pages of the current Enko Education website (Wordpress)

Application of the selected visual identity: basic identity elements (logo, color palette, style of image, typography)

Deliverables:

- Templates (website development not included)

Stage 3: Application Phase - €6K

Delivering a style guide

Deliverables:

- Style guidelines on architecture, interior design and uniform – pdf

Stage 4: Complementary Actions

Deploying and celebrating your new brand identity

Actions for the launch*:

Conception, content creation, writing, storyboard, etc.

Building a specified discourse with the public / the shareholders

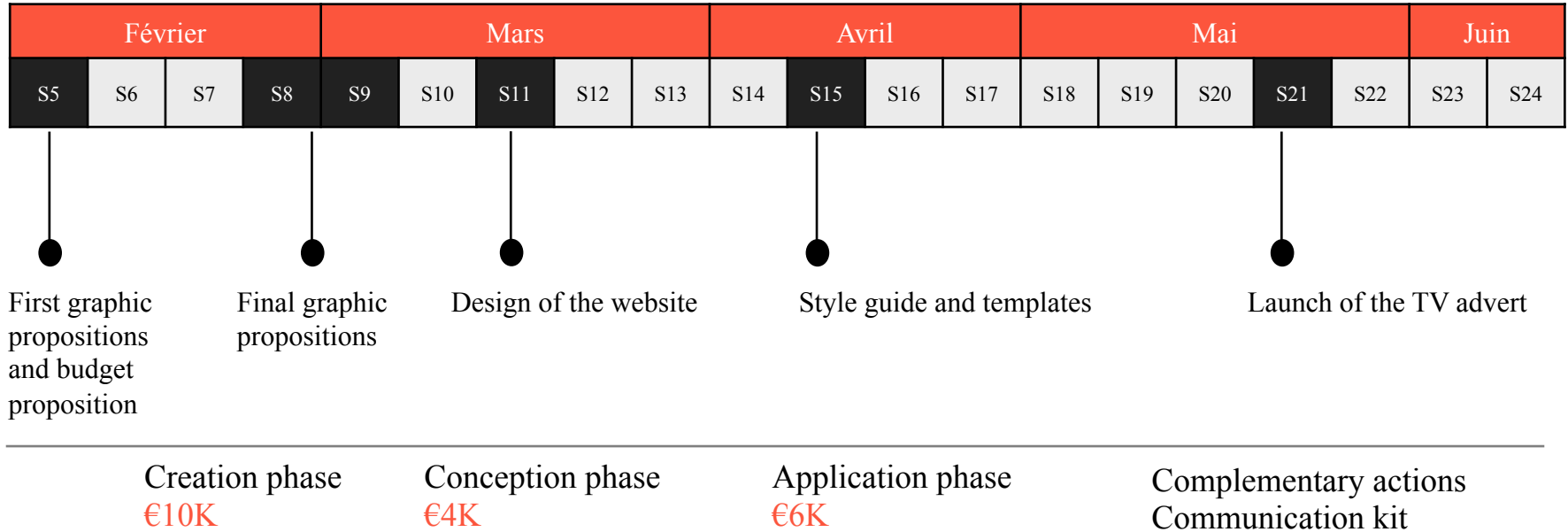
Project management on demand (strategic consulting and design): 0.5K€ / per day

Deliverables:

- Video movie: €15K for the TV spot
- New logo file (including eps, ai, jpg, png): €1.5K
- Graphic and iconographic charter: €4K
- Kakemono / Poster : 0.5K€ each → €2.5K / €5K
- Communication toolkit (goodies, etc.)

* excluding : production, post-production, musical rights, printing...

Deployment from February to late May, with key stages and all-inclusive flat fees



Total fees: €20K

This is the methodology that we apply to each and every one of our clients

ALCATEL-LUCENT (WW)	C&A (WW)	LIFE TECHNOLOGIES (USA)	POLY (CHINA)
ALTAREA COGEDIM	EASY JET	MAGELLAN PARTNERS	RADIO FRANCE
ATOS (WW)	EDENRED (WW)	MEDERIC MALAKOFF	RENAULT NISSAN (WW)
AXA (WW)	EDF (WW)	MOBINIL (EGYPT)	SCIENCES-PO
LE BHV MARAIS	ENGIE	MONOPRIX	SFR
BNP PARIBAS (WW)	FNAC	MONTE-CARLO SBM	SNCF
CAISSE D'ÉPARGNE	FRANCE TELEVISION	MUSÉE DE CLUNY	SOCIÉTÉ GÉNÉRALE (WW)
CHATEAU DE CHAMBORD	GROUPAMA GAN	MUSÉE GUIMET	TOTAL (WW)
CHATEAU DE VERSAILLES	HSBC (WW)	NOBIA (SWEDEN)	UNITED HOLDING (DUBAI)
CENTRE DES MONUMENTS NATIONAUX	HUMANIS	ORANGE (WW)	UNIVERSCIENCE
CENTRE POMPIDOU	INWI (MAROCCO)	PAGES JAUNES SOLOCAL	VISA
CLUB MED GYM	KINGFISHER (WW)	PEUGEOT CITROEN (WW)	VLADIMIR POTANIN FOUNDATION
CROMOLOGY (WW)	LAGARDERE	POGGENPOHL (WW)	
	JOHN PAUL (WW)		

Our agency functions like a family, with slightly mad strategists, rigorous creatives and finance geeks.



DAVID JOBIN
CEO Strategy

David is a man with vision and all that goes with it.

Before co-founding Royalties, he put his mind to advertising, first at Young & Rubicam, then at Saatchi & Saatchi France as the head of Strategic Planning.

A man of sound and respected advice, he was a member of the S&S Worldwide planning board, creating and promoting methods for building international brands.

Always eager for a new challenge, he launched Interbrand on the French market in 2002. He was the Managing Director of the company for 7 years.

A multi-faceted thinker, he helped companies to develop their brands, and found the time in 2007 to create the Branding course at the Communications School of Sciences Po Paris.

As for his background, he graduated from Sciences Po with a degree in History.



OLIVIER BONTEMPS
Creative Director

Olivier is a man of conviction. He co-founded Royalties in 2008, and still rushes about the office to make sure his ideas are heard.

For a long time, he lent his talents to the television industry, first as Creative Director of Gédéon, then at the heart of his own AV Communication agency, View. He created otherworldly shows such as Culture Pub and Loft Story, for which he received several prizes and awards.

His input into the conception and creation of brand image and aesthetic is invaluable. He is a graduate of the Ecole Supérieure de Design Industriel and of the Académie Charpentier.



MARIA BELOUSOVA
Consultant

Maria combines artistic passion with international flair, being a speaker of Russian, English, French and Italian. At the age of 16, Maria moved to England, where she remained until graduating from LSE in 2012. She joined Royalties in 2014 after graduating from Sciences Po, where she completed an MSc in Communications. At the agency, Maria has worked with a wide range of clients, including Castorama Russia and HSBC. Her desire for creative inspiration knows no bounds; Maria is a keen painter, and went to Sotheby's institute of Art to study a course of Art and Its Markets.

LAURE-ANNE PACHET
Consultant

Laure-Anne has an ingenious mind. She started off analysing the cosmetics market at L'Oréal, and then brand communications at TNS. In 2014, she decided to go even further and joined Royalties to give meaning to brands. Her eye for detail allows her to pick out the best bits of each brand she rebuilds to create a synthesis of coherence and power. Laure-Anne is a graduate of Sciences Po Bordeaux and of HEC in Business Strategy.

BRANDON FAULKNER
Consultant

Brandon is a rigorous thinker. Having already grasped the importance of branding through his vintage clothing business, he joined Royalties in order to gain a further understanding of the role of brands in today's world. Working predominantly on the Atos accounts, he has developed his strategic planning and creative thinking as well as building strong, personal relationships with clients. Brandon currently studies International Management & French at the University of Bath.



merci