# THE PENNSYLVANIA CYBER CHARTER SCHOOL

VARIOUS LOCATIONS PENNSYLVANIA

**BRANDING CASE STUDY**EDUCATION





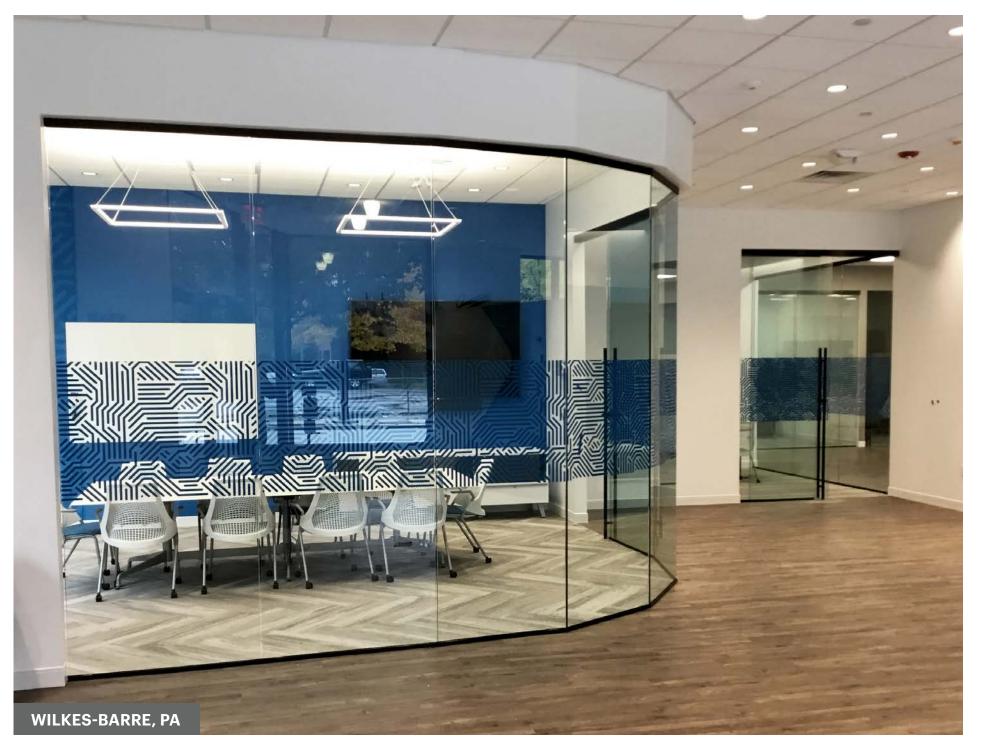
#### **OVERVIEW**

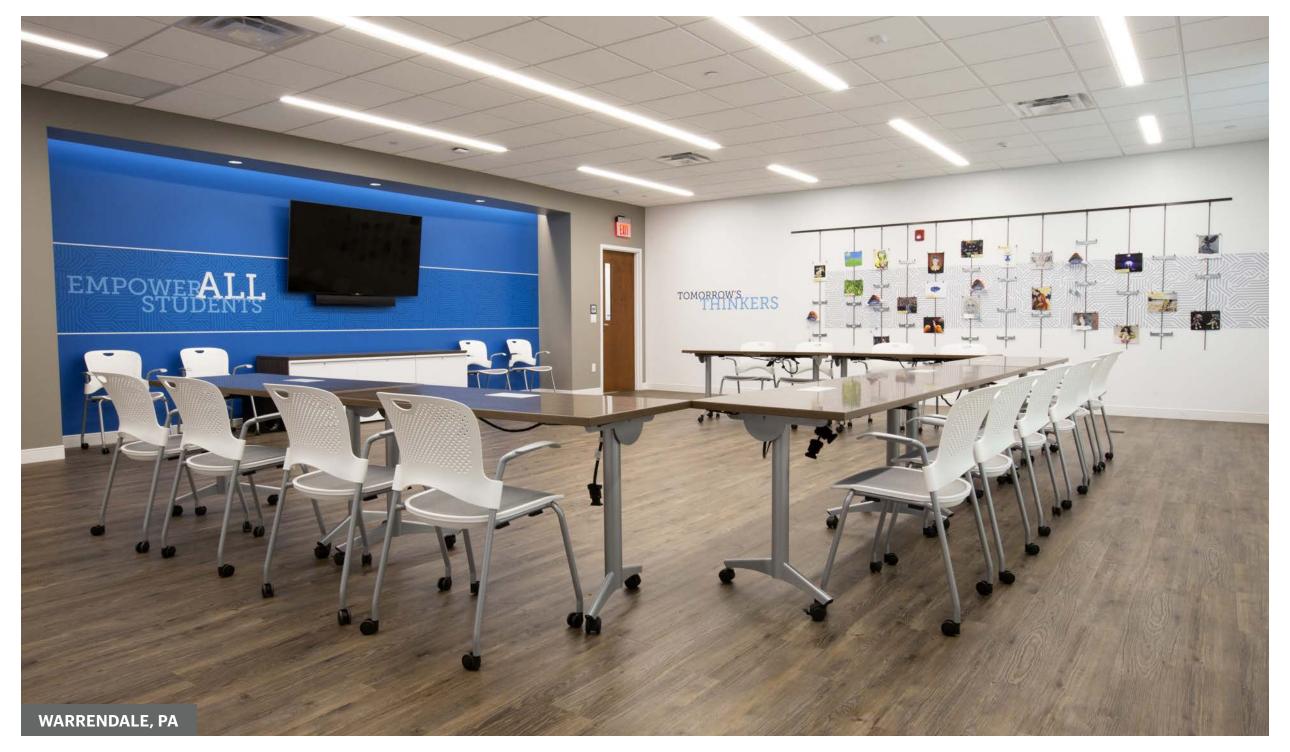
PA Cyber is a public online charter school headquartered in Midland, Pennsylvania. Through a combination of online curricula and 12 physical locations, PA Cyber is one of the largest and most successful online public schools in the nation.

PA Cyber and Continental Office are partnering to provide branding and furniture solutions for its network of regional offices throughout Pennsylvania.

# **DESIGN**

Brand messaging, pops of color and a custom cyber-tech pattern were used throughout the space to create safety and privacy in the modern glass-walled environment.











## **TACKABLE**

Custom-printed self-healing bulletin board material provides a visually appealing solution with a practical purpose.

## **VIBRANT**

Dynamic pops of color activate the space and bring out the character of PA Cyber Charter School.

## **MOTIVATIONAL**

Strong brand messaging through the spaces inspires all who enter.

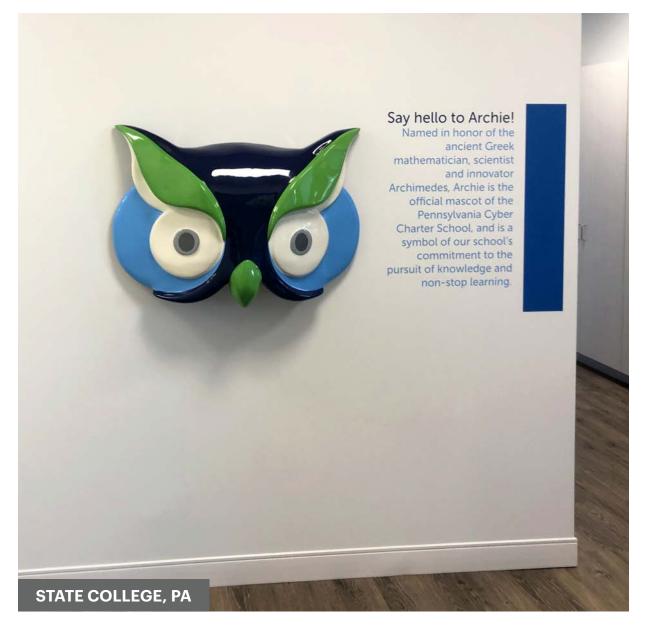






#### **PRIVACY FILM**

Glass window vinyl with a custom cyber tech pattern provides both a brand moment and privacy for this conference room.



### **THREE DIMENSIONAL LOGO**

Dimensional icons, like Archie the owl, bring authentic fun and life to a space.





