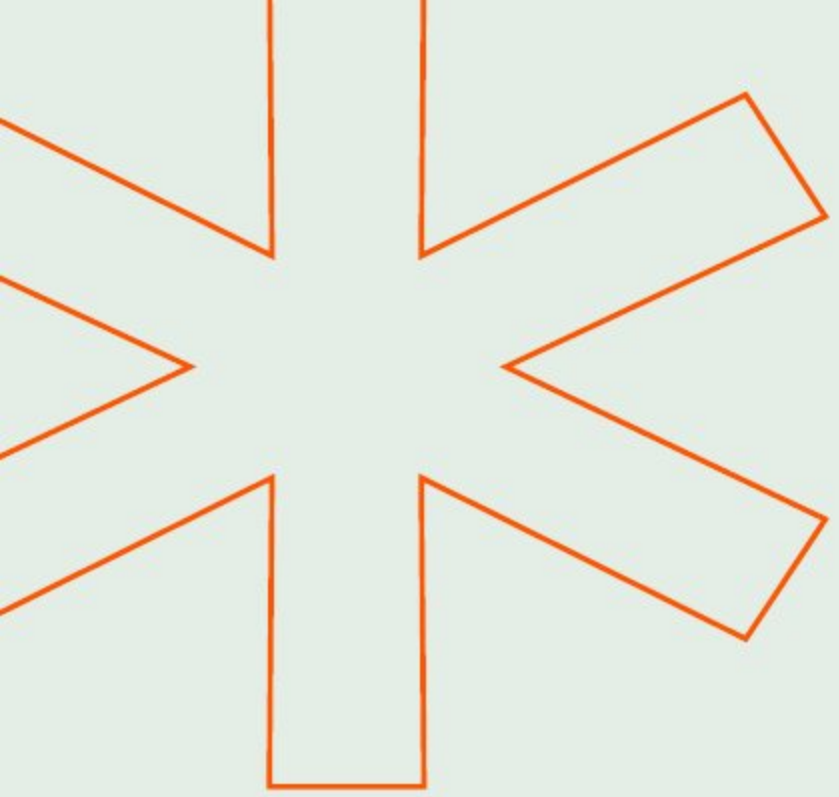
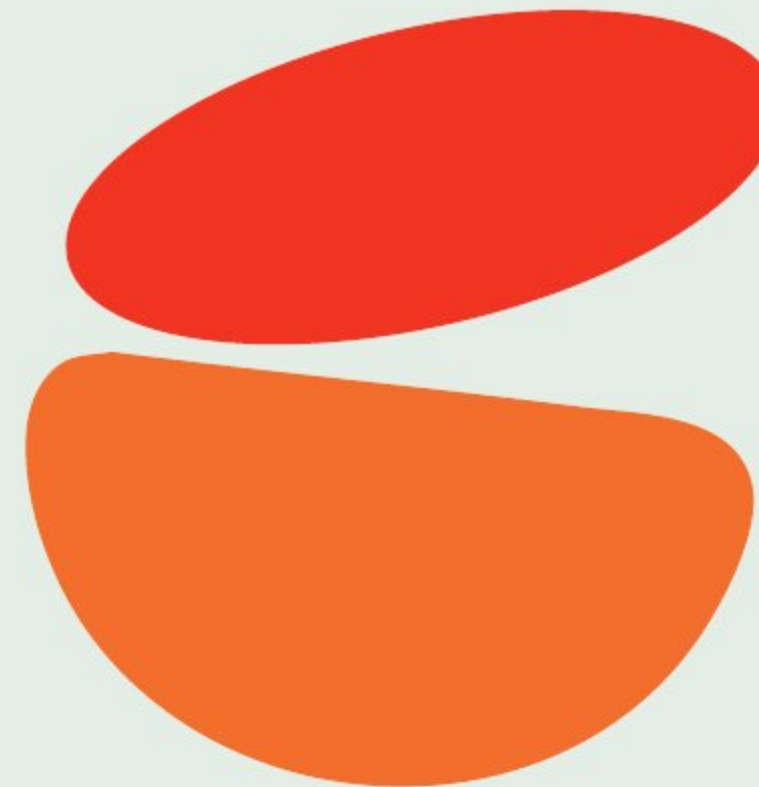
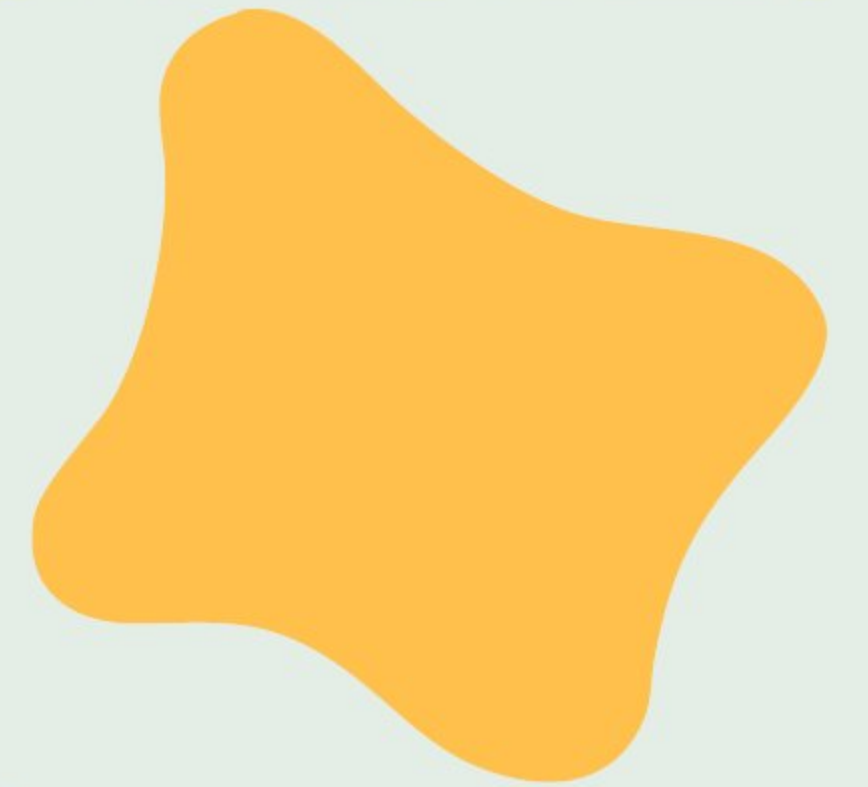
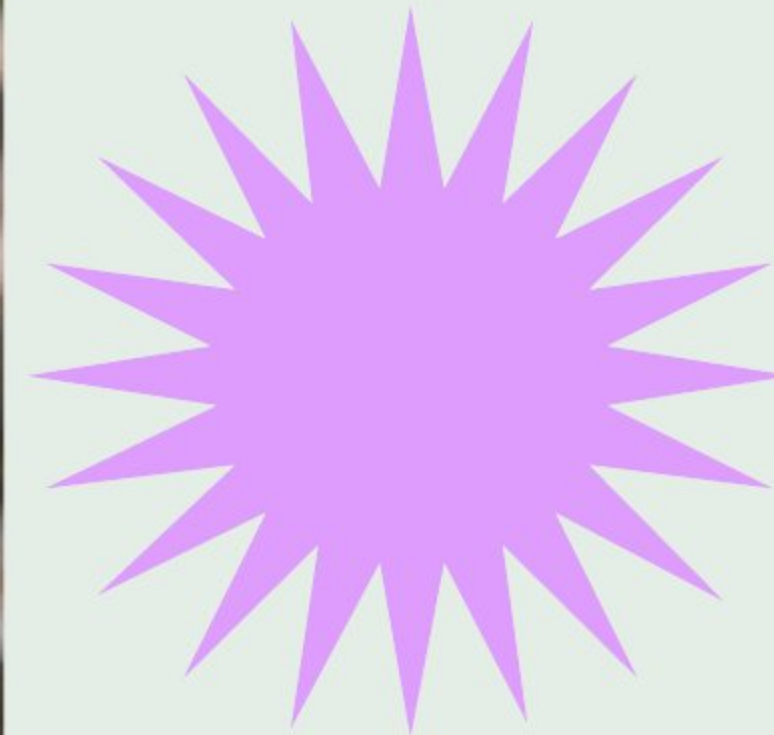
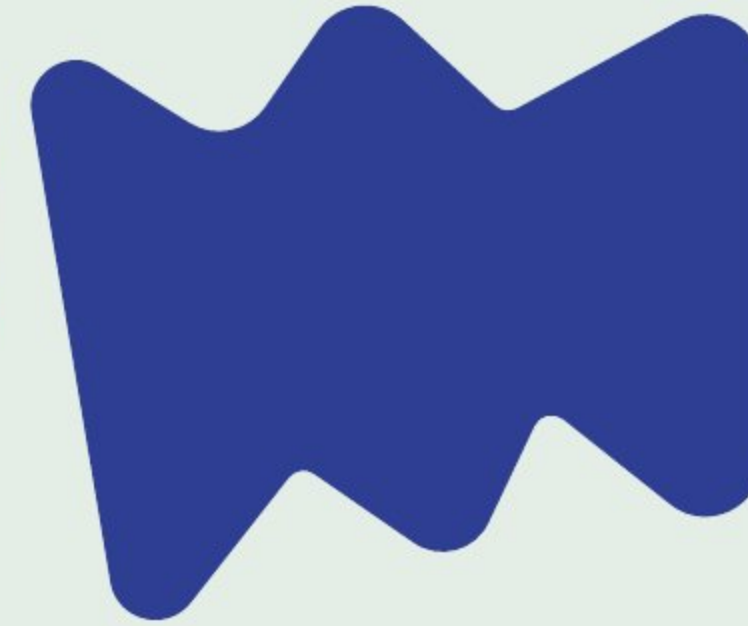
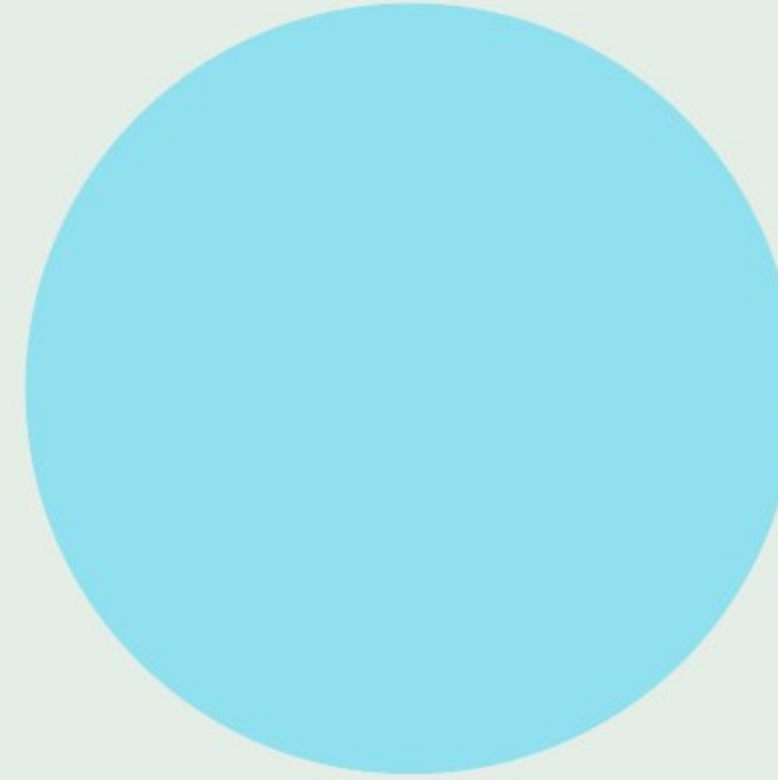


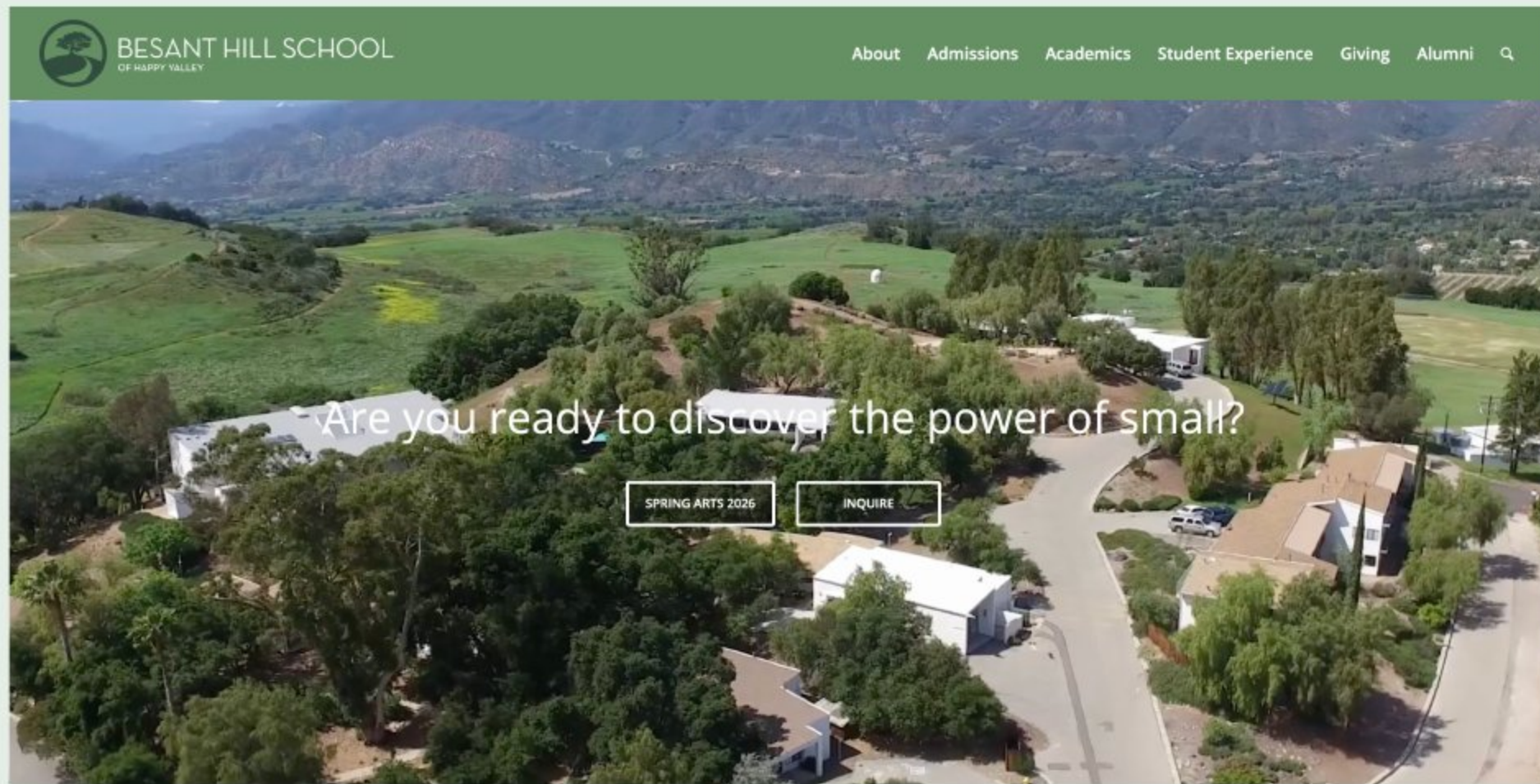


BESANT HILL Rebranding

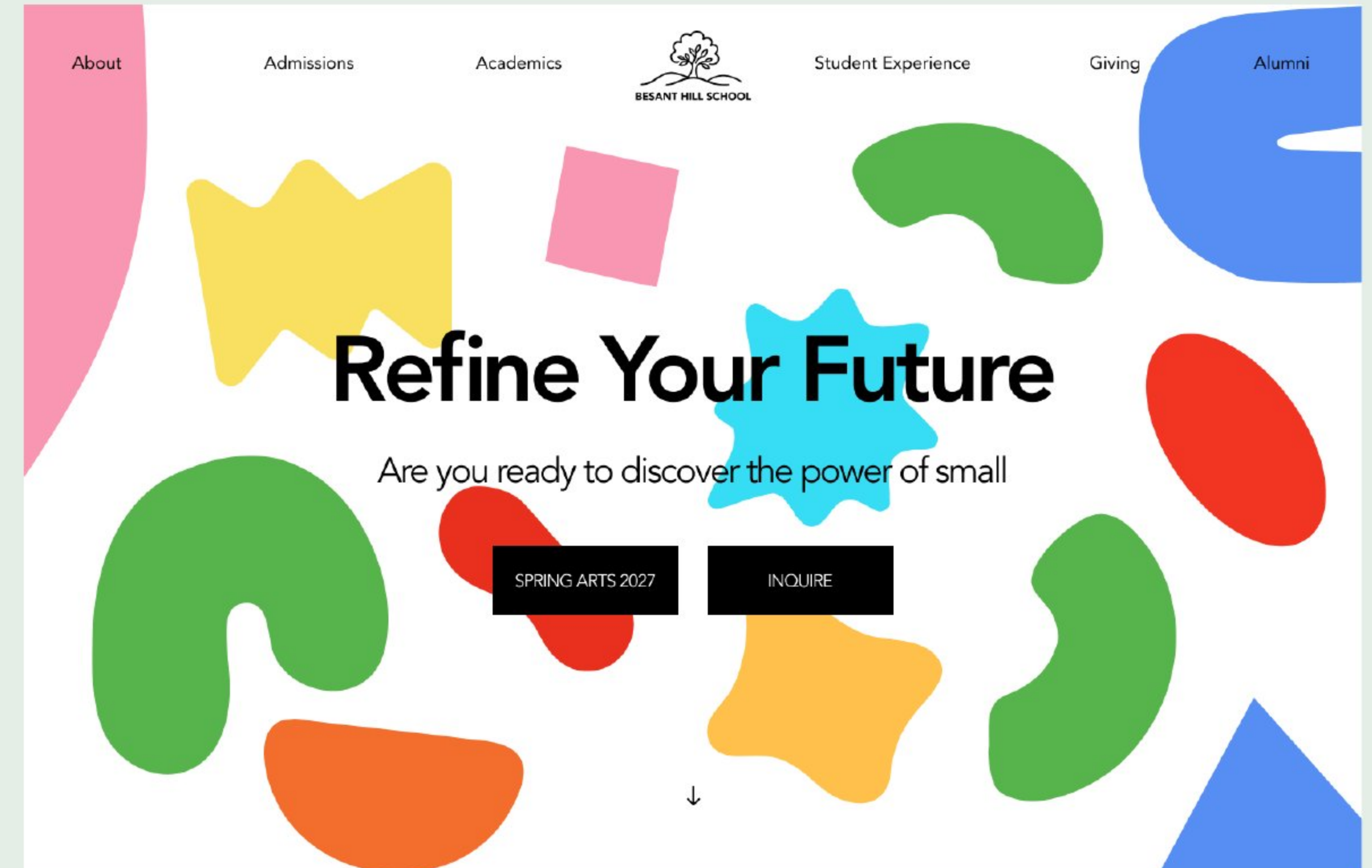
Cindy Zhou



Why Rebrand?



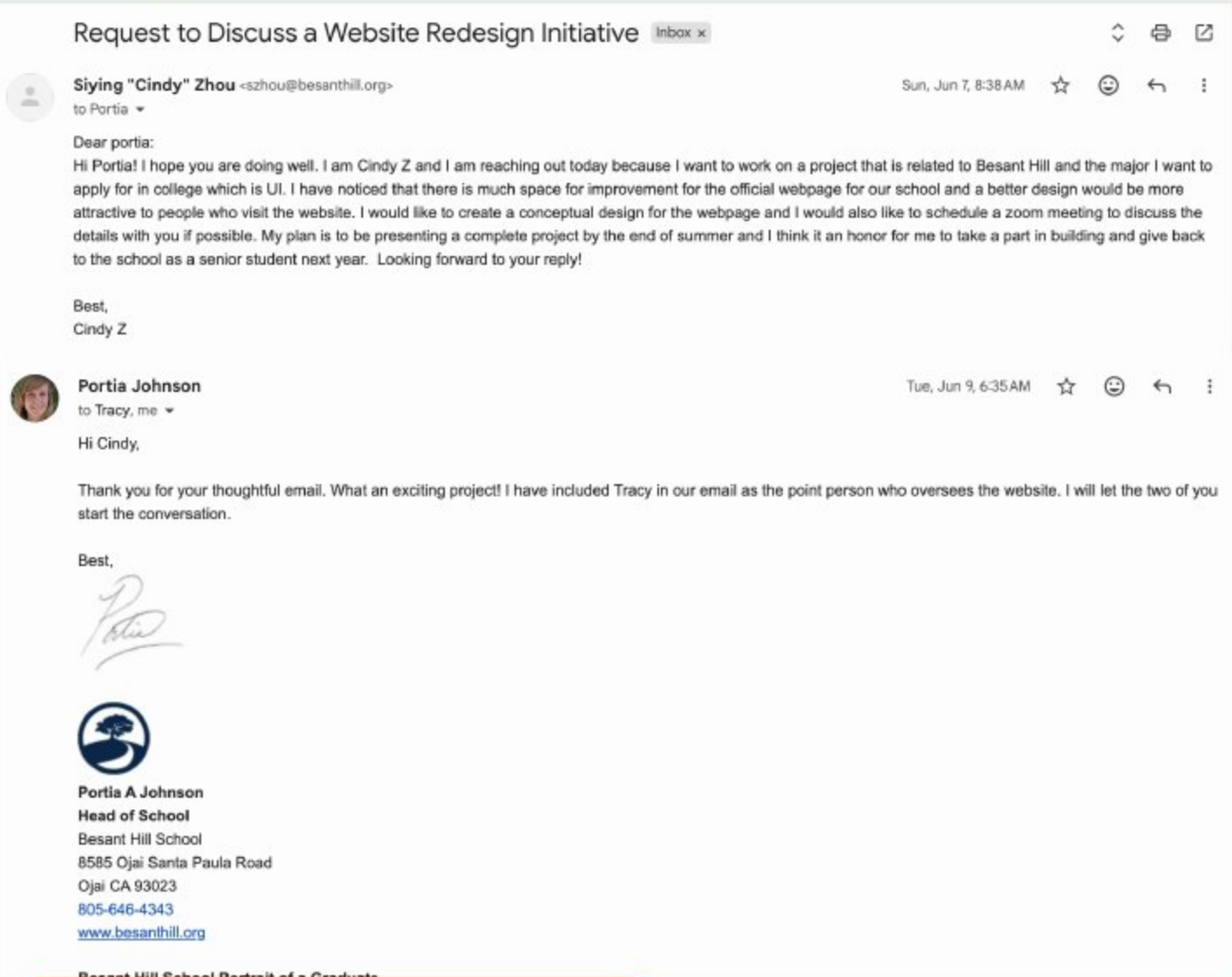
This self-initiated rebrand project stems from my firsthand perspective as a Besant Hill alum. As a small, intimate boarding school defined by its 1:4 student-teacher ratio and tight-knit valley community, Besant Hill's current brand identity and website fail to communicate its one-of-a-kind value proposition. The outdated visual system dilute the school's competitive edge, create unnecessary friction for prospective families, and weaken long-term alumni engagement.



Identification and Research

1

Appointment with the admissions staff



2

Interview with the admissions staff Tracy How



3

Core pain points

- The current logo was designed in the 1990s and has complex lines, making it almost impossible to recognize on mobile devices and not in line with the school's youthful and energetic image.
- The admission page is disorganized and there is no clear entry point.
- The website, like all other American high schools, is showcasing grand buildings and standardized courses, completely failing to highlight our most unique advantages of creating personalized learning experiences for each student.

Identification and Research



Parents (45 years old)

Challenges: Worried that their children might be neglected at the university, hoping for personalized attention

Browsing habits: 90% browse via mobile devices, preferring to view real student photos and videos



Alumni (30 years old)

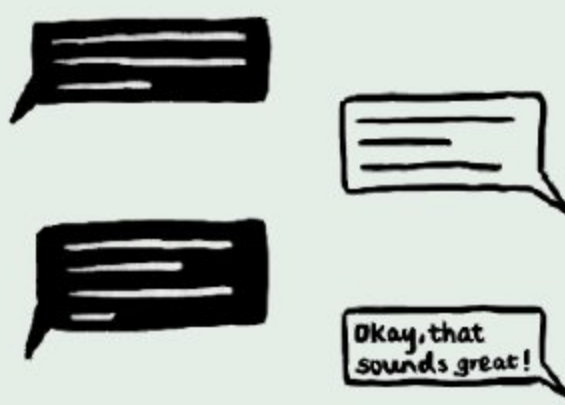
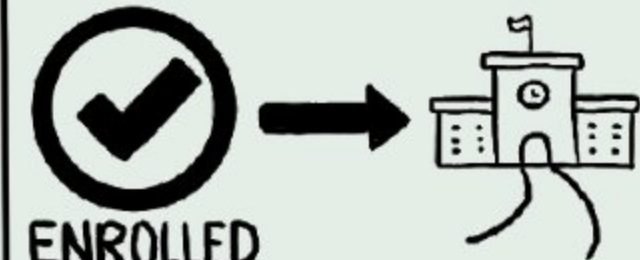
Needs: Hope to see familiar teachers and classmates, learn about the latest developments of the school. The young and energetic atmosphere of the school does not match this.

Website experience disruption: Information on the admission page is chaotic, and there is no clear entry point.

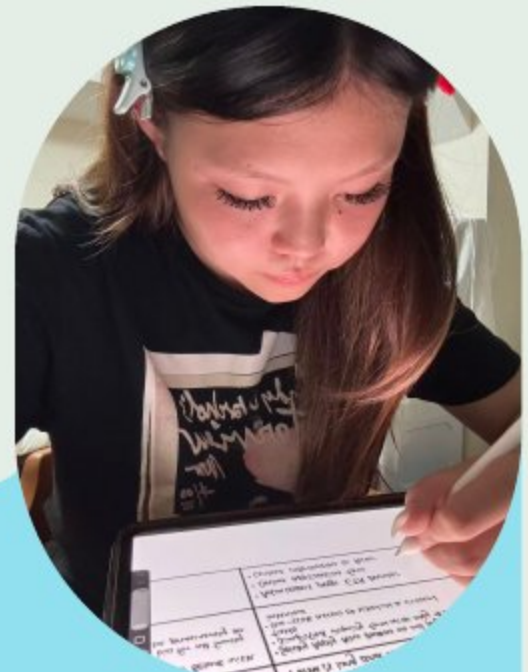
Differences lacking: The website, like all other American high schools, is only showcasing magnificent buildings and standardized courses, without highlighting our most unique advantages of creating personalized learning experiences for each student.

User Journey Sketch

Journey Phase

	Discovery & Landing 	Information Gathering 	Deep Evaluation 	Decision & Conversation 	Post-application follow-up 
User Goal	Quickly understand what kind of school Besant Hill is	Verify basic admissions requirements, deadlines and tuition	Judge if the school fits their child's personality and needs	Submit an application or schedule an interview	Track application status and stay updated
User Action	- Land on homepage via Google search/ educational agency link - scroll to get a first impression	- Look for Admissions in the main menu - Search for application deadlines, tuition cost and international student rules	- Browse academics, student life and faculty profiles - Look for student testimonials and college placement data	- Locate the application portal link - Fill out inquiry form - Contact the admissions office	- Return to the site to check news - Look for accepted student next steps.
Current Site Plan Points	- Vague generic imagery that does not show the "small community" advantages - No clear value proposition above the fold	- Admissions info is scattered across multiple pages - International student section is buried deep - No clear timeline of the application process	- Faculty pages only have basic names and titles, no personal details - Student life content is disorganized under "student experience" - College counselling results are hard to find	"Apply" button is hidden at the bottom of the page - No fixed contact information during browsing - Form is long and not mobile-friendly	- No dedicated "accepted students" portal - Updates are posted only in hard-to-find news sections
Redesign Opportunities	- Lead with the core slogan "Small School, Big Impact." - Use authentic campus/student imagery in the hero section - Highlight 1:4 student-teacher ratio immediately	- Build a dedicated International Students subpage - Add a visual horizontal application timeline with clear deadlines - Pin "Apply Now" as a persistent CTA in the header	- Rename Student Experience to Life at Besant with clear subcategories - Add "fun facts" and personal bios for all faculty - Feature college acceptance data prominently on the Academics page	- Sticky Apply Now button on all pages - Simplified inquiry form with only 4 required fields - One-click access to schedule a virtual interview	- Add an Accepted Students hub under Admissions - Allow email sign-up for application status alerts
Key Touchpoints	- Homepage hero section - Main navigation bar	- Admissions landing page - Tuition & Financial Aid page - International Students page	- Faculty & Staff page - Life at Besant page - College Counseling page	- Admissions page CTA banner - Online application form - Contact information in footer	- Admissions FAQ page - News & Events page - Email subscription

Accepted



Website Structure

Home

About

School Story

Campus & Facilities

Faculty & Staff

Diversity & Equity

Admission

How to Apply

Tuition & Financial Aid

Visit Campus

International Students

FAQ

Academics

Arts

English

World Languages

Mathematics

Science

College Counseling

Capstone Program

Student Experience

Residential Life

Athletics & Fitness

Outdoor Education

Community Service

Class Connections

Sustainability Education

Summer Program

Giving

Online Giving

Major Gifts

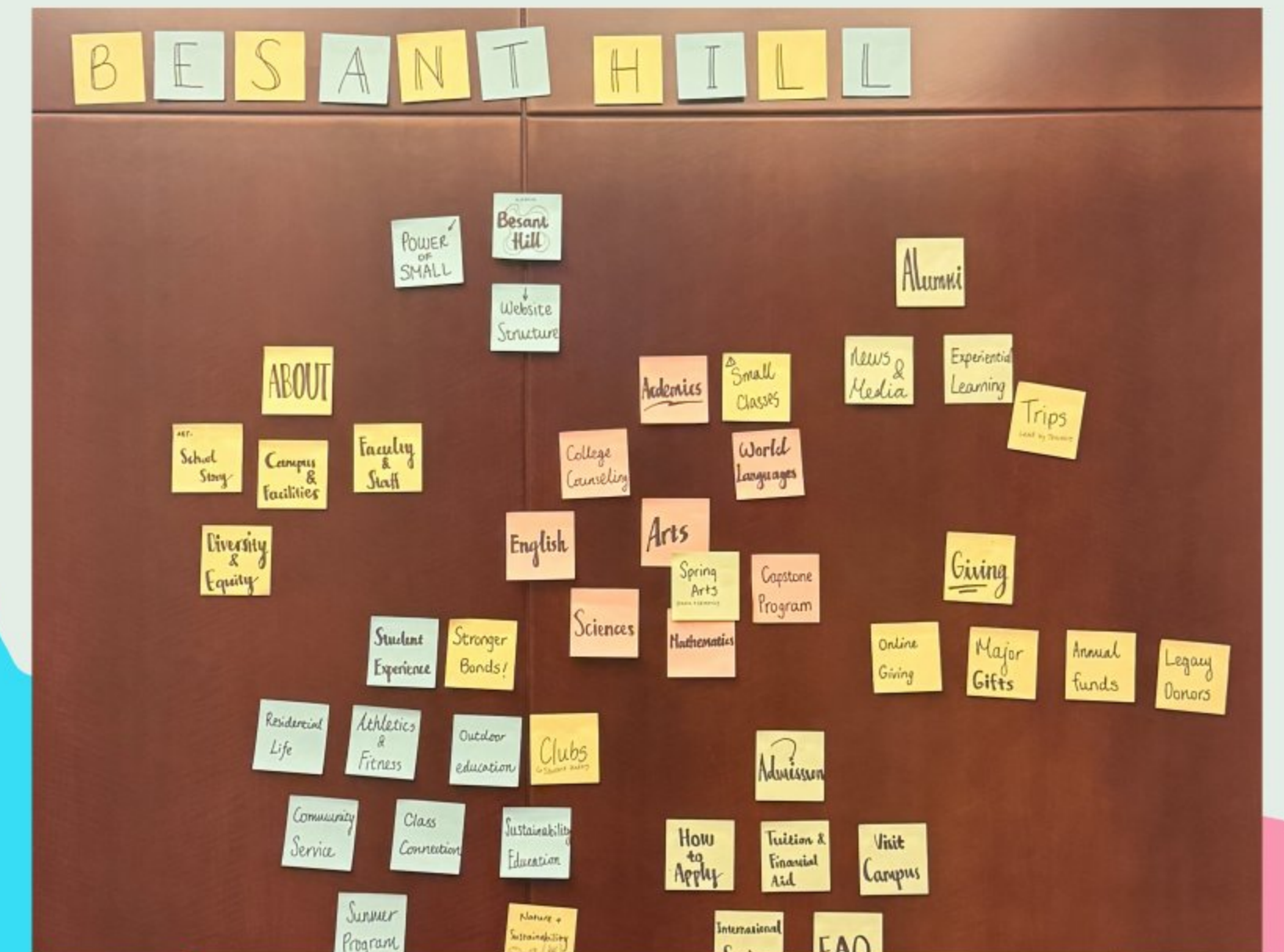
Annual Fund

Legacy Donors

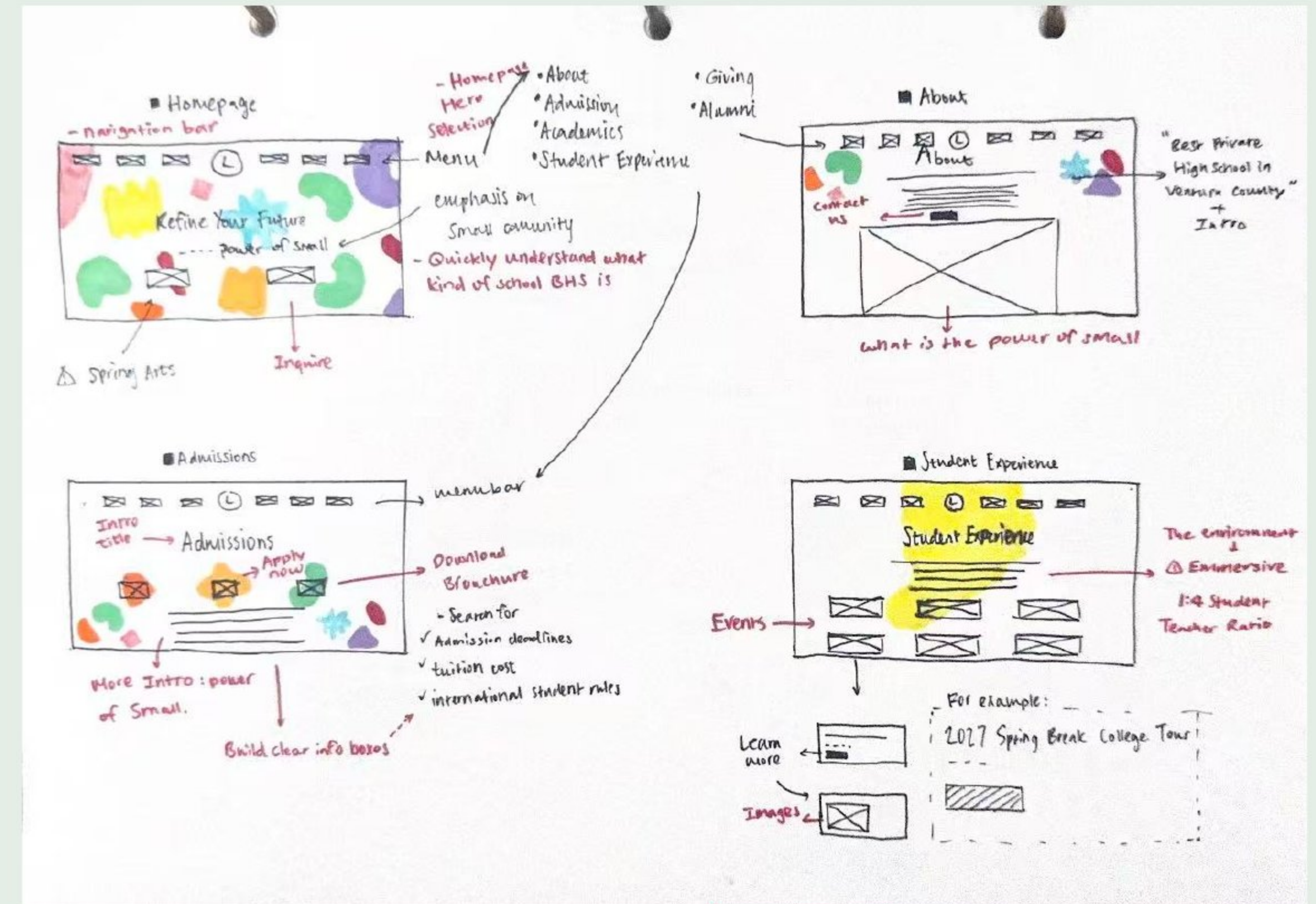
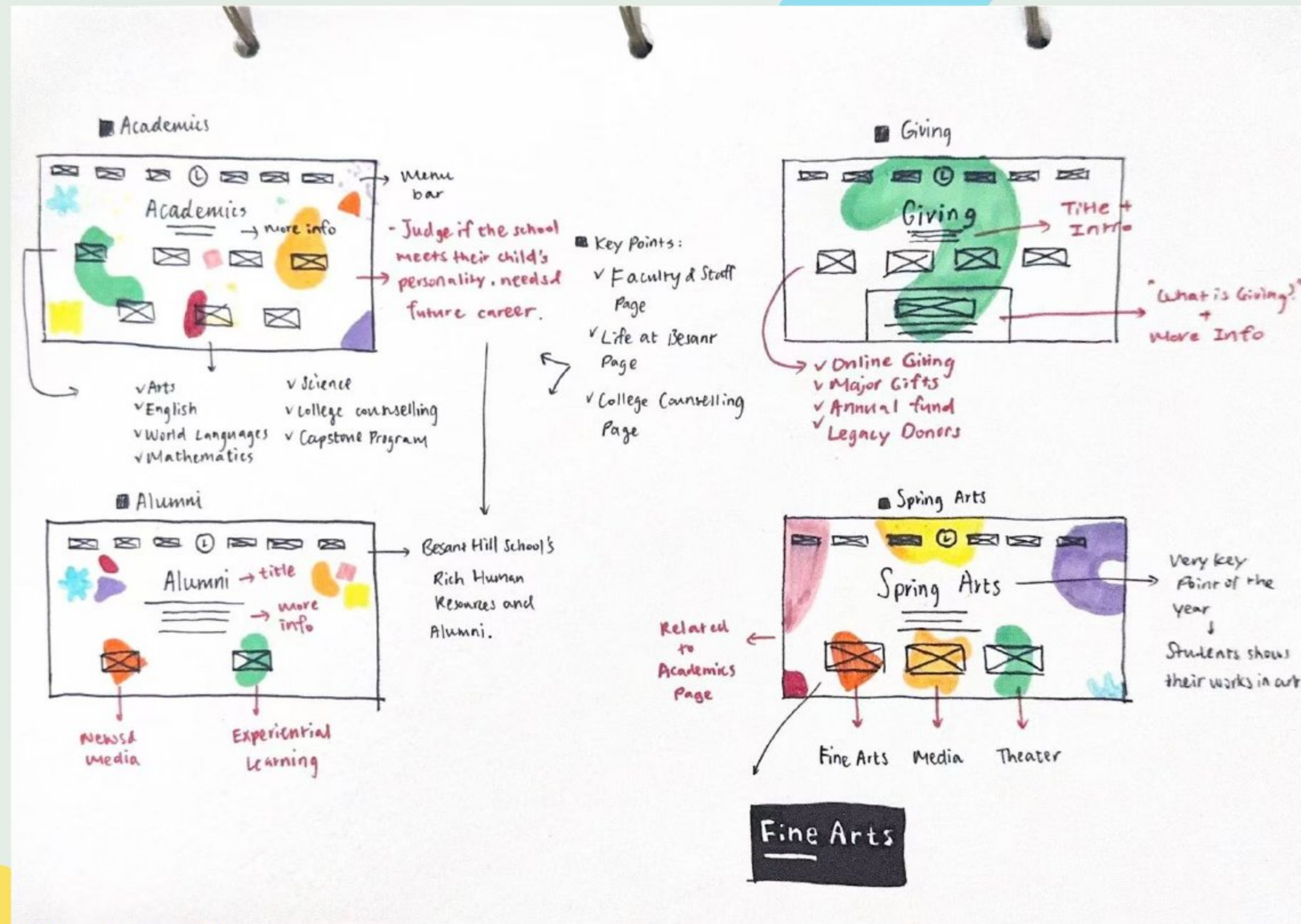
Alumni

New & Media

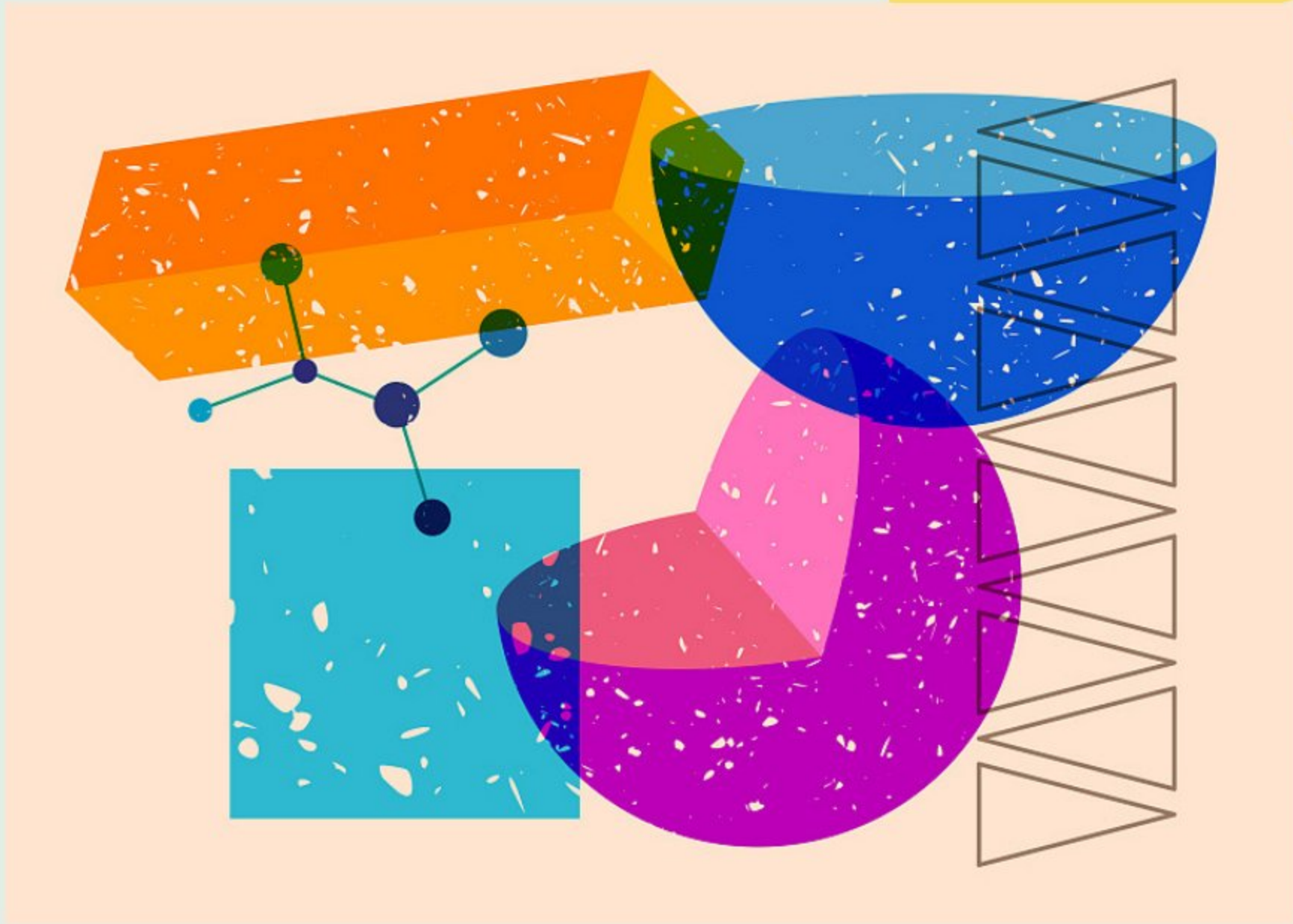
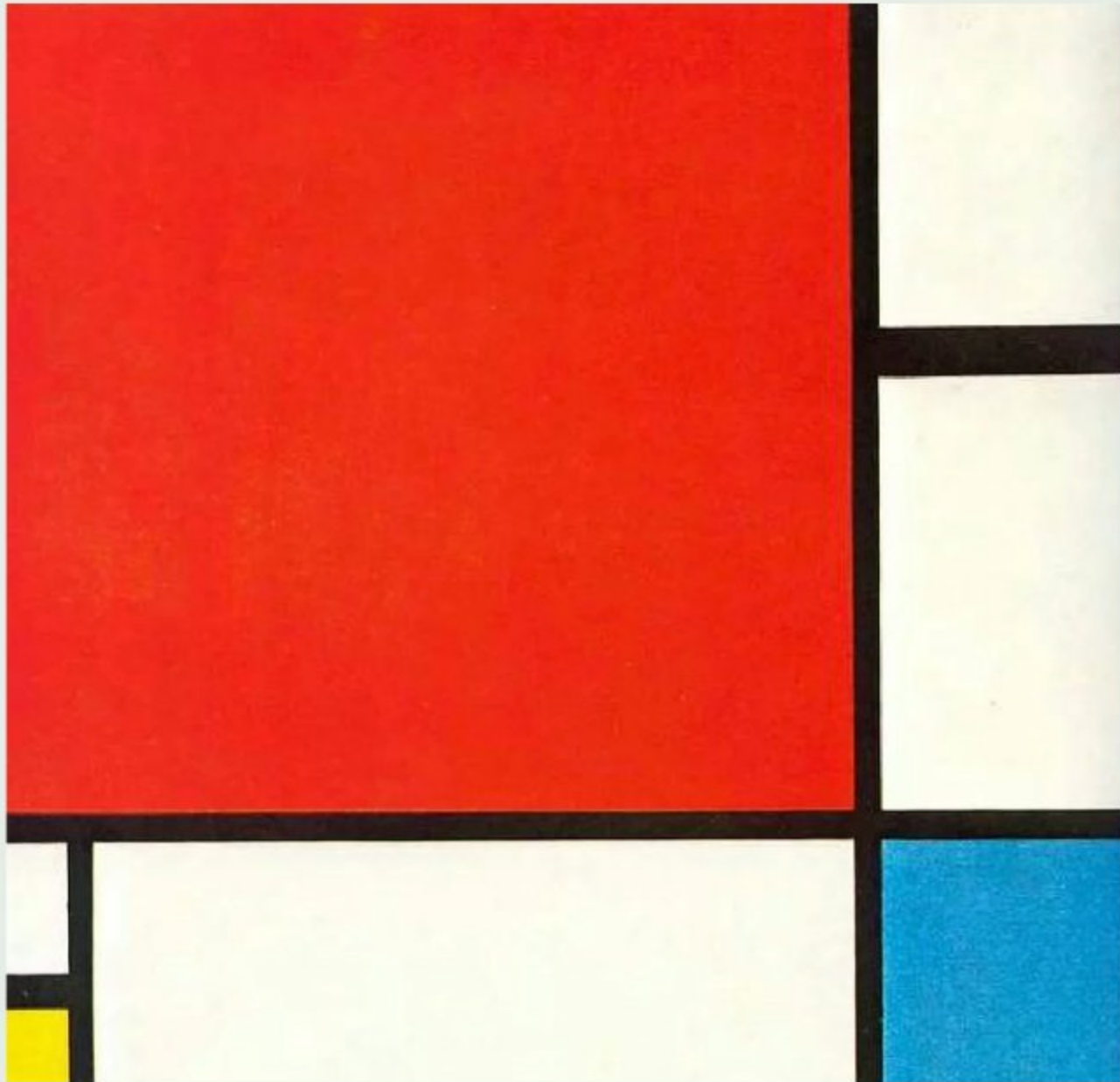
Experiential Learning



Website Structure



MoodBoard



Vibrant colors
and shapes

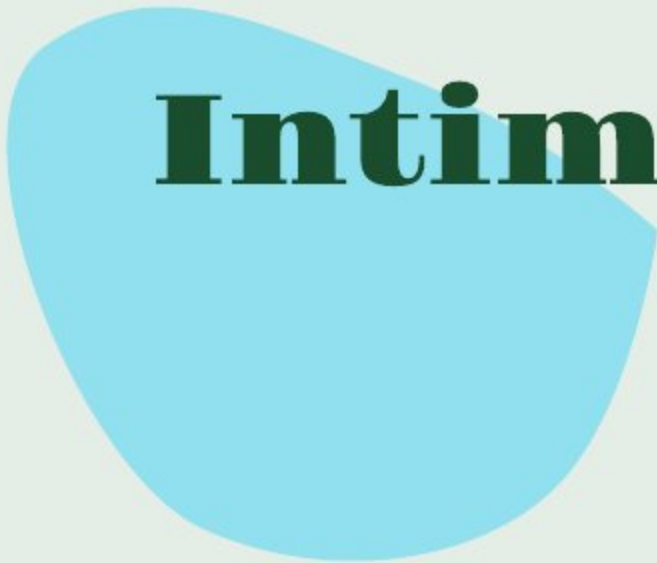
Diverse students
and experiences



Brand Strategy and Concept

"THE POWER OF SMALL"

In an increasingly large, fast-paced and standardized world, Besant Hill has demonstrated the tremendous power of small classes and personalized attention. We do not seek expansion; we strive to become the school that has the greatest impact on each student.



Intimacy



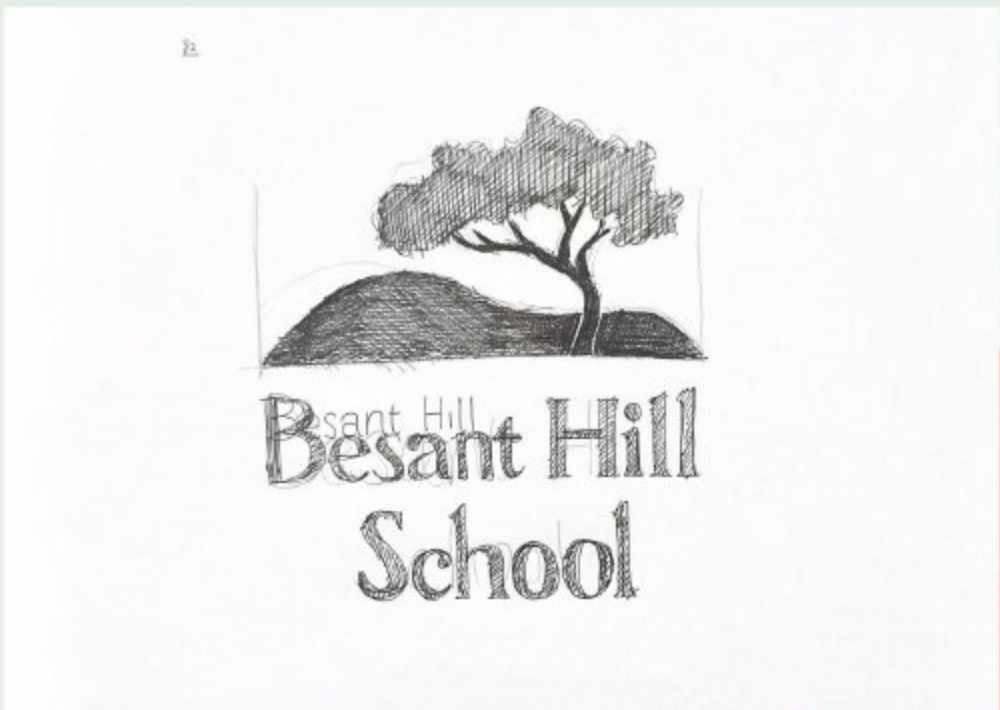
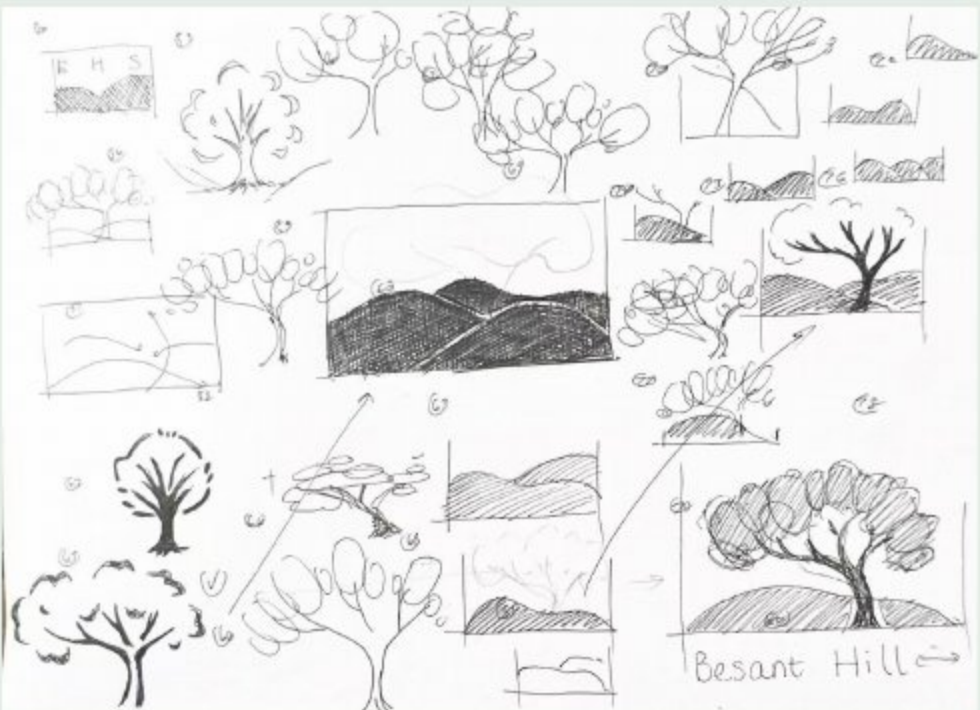
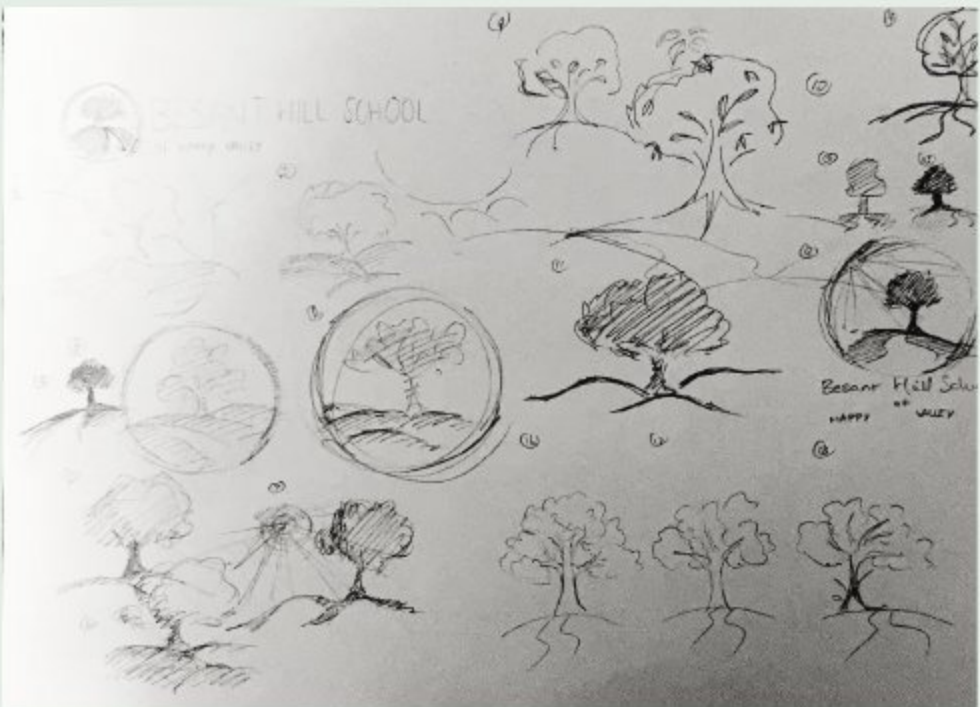
Individuality

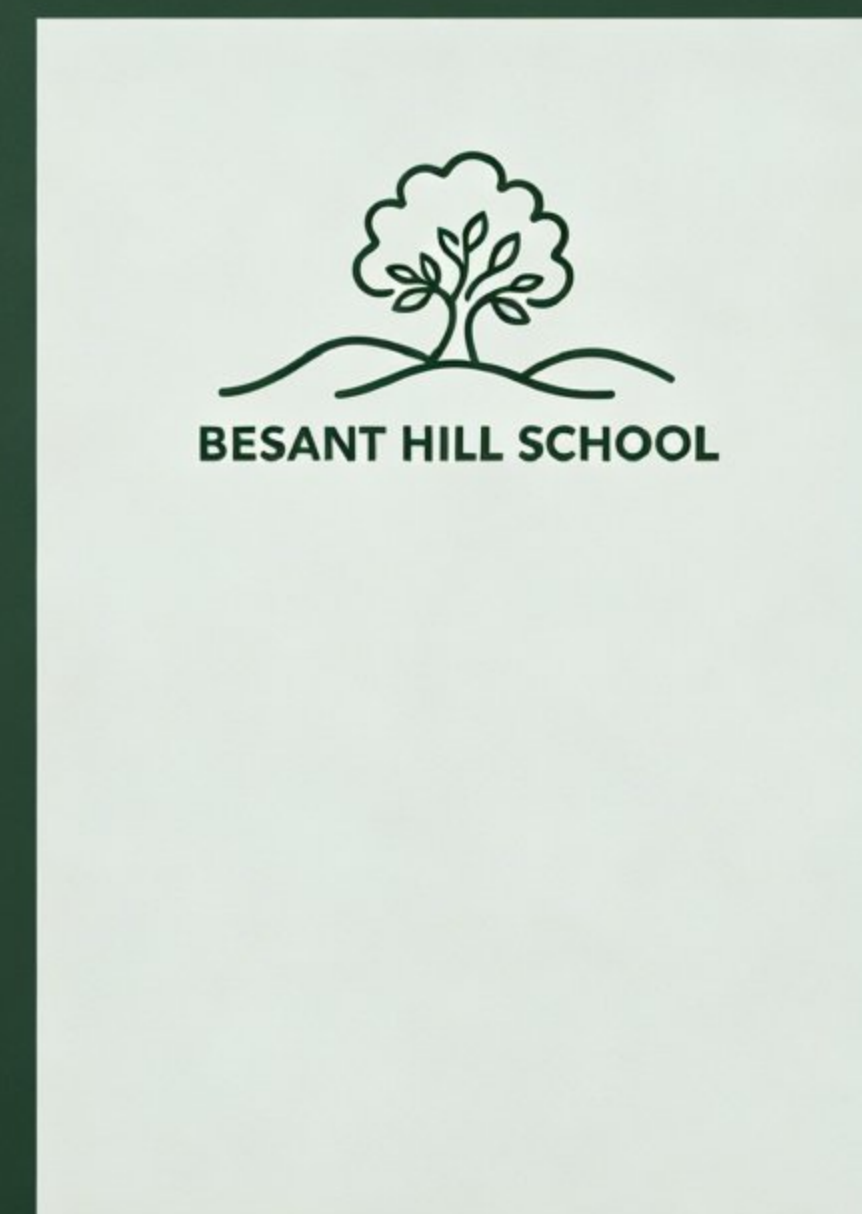


Curiosity

Logo

The original logo





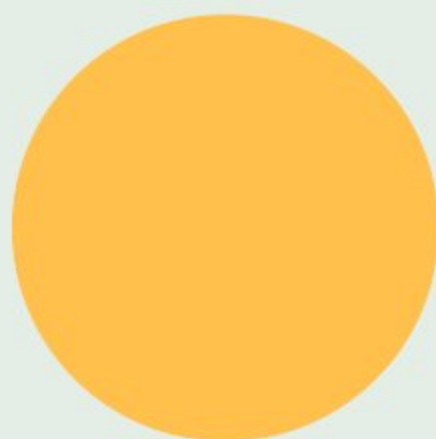
Visual System

Color



Besant Green

Traditional green color of the school



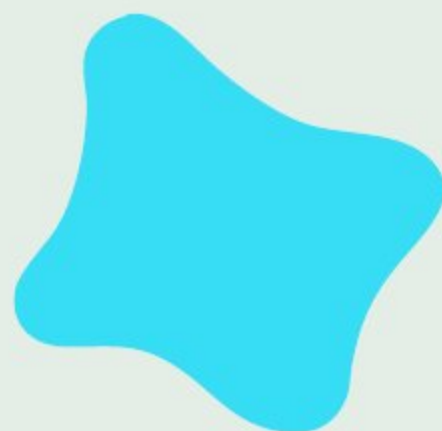
Ojai Yellow

Warmish earthy yellow, with sunlight from the valley



Vibrant Orange

Vibrant orange from dynamic students and teachers



Sky Blue

Soft blue color from the sky of California

Type

Headline
Avenir Black 48

**BESANT HILL
SCHOOL**

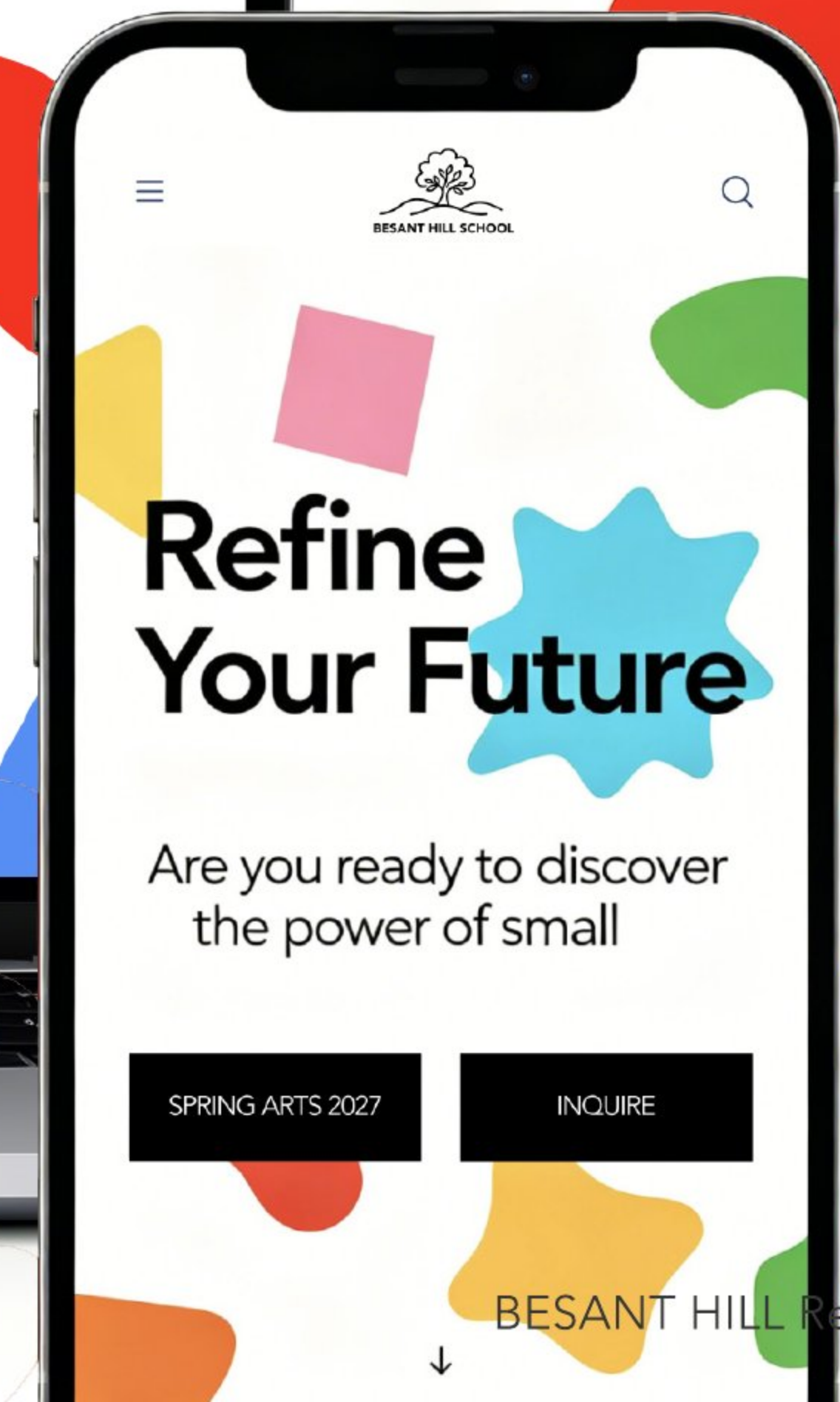
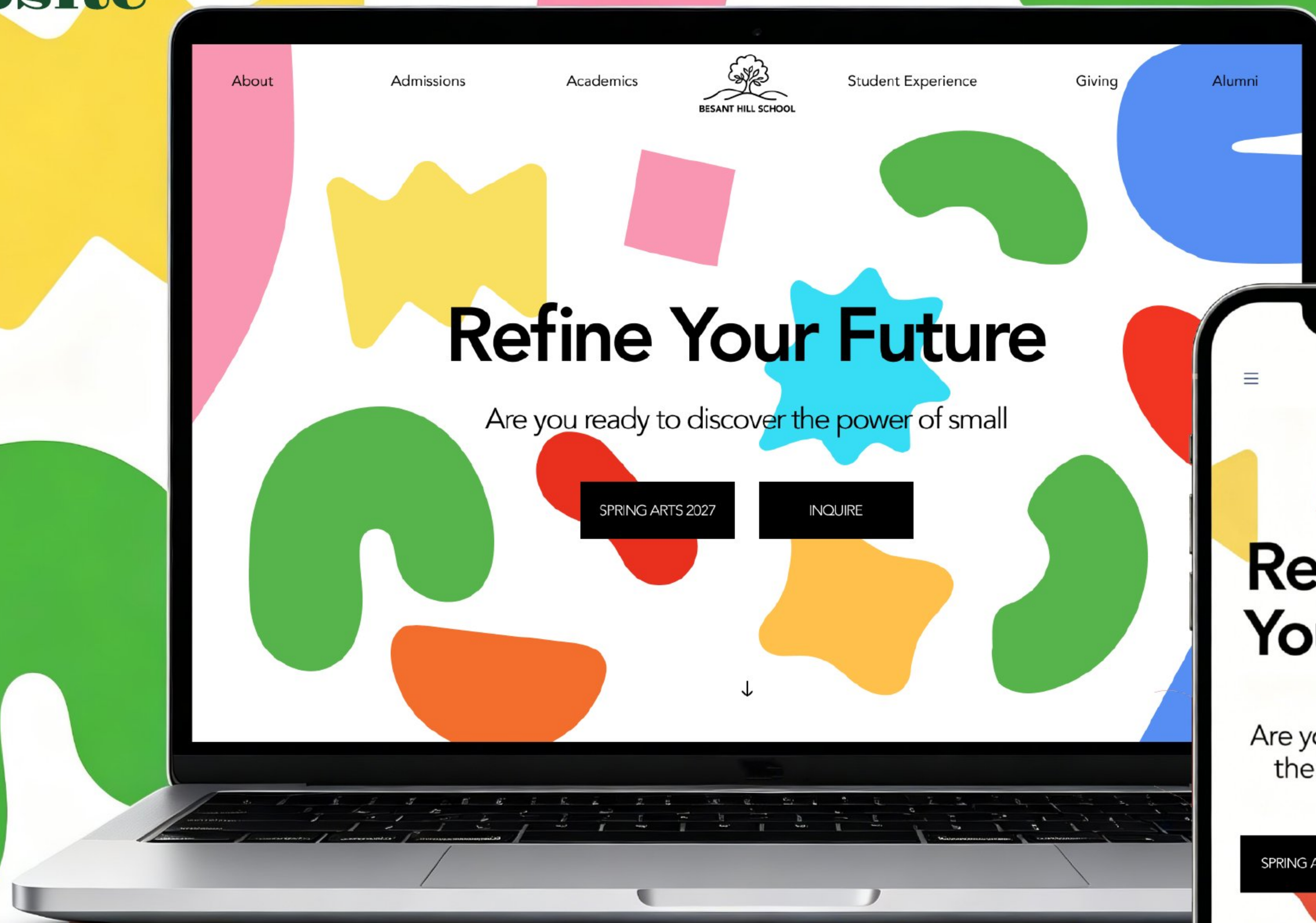
Title
Avenir Roman 40

THE POWER OF SMALL

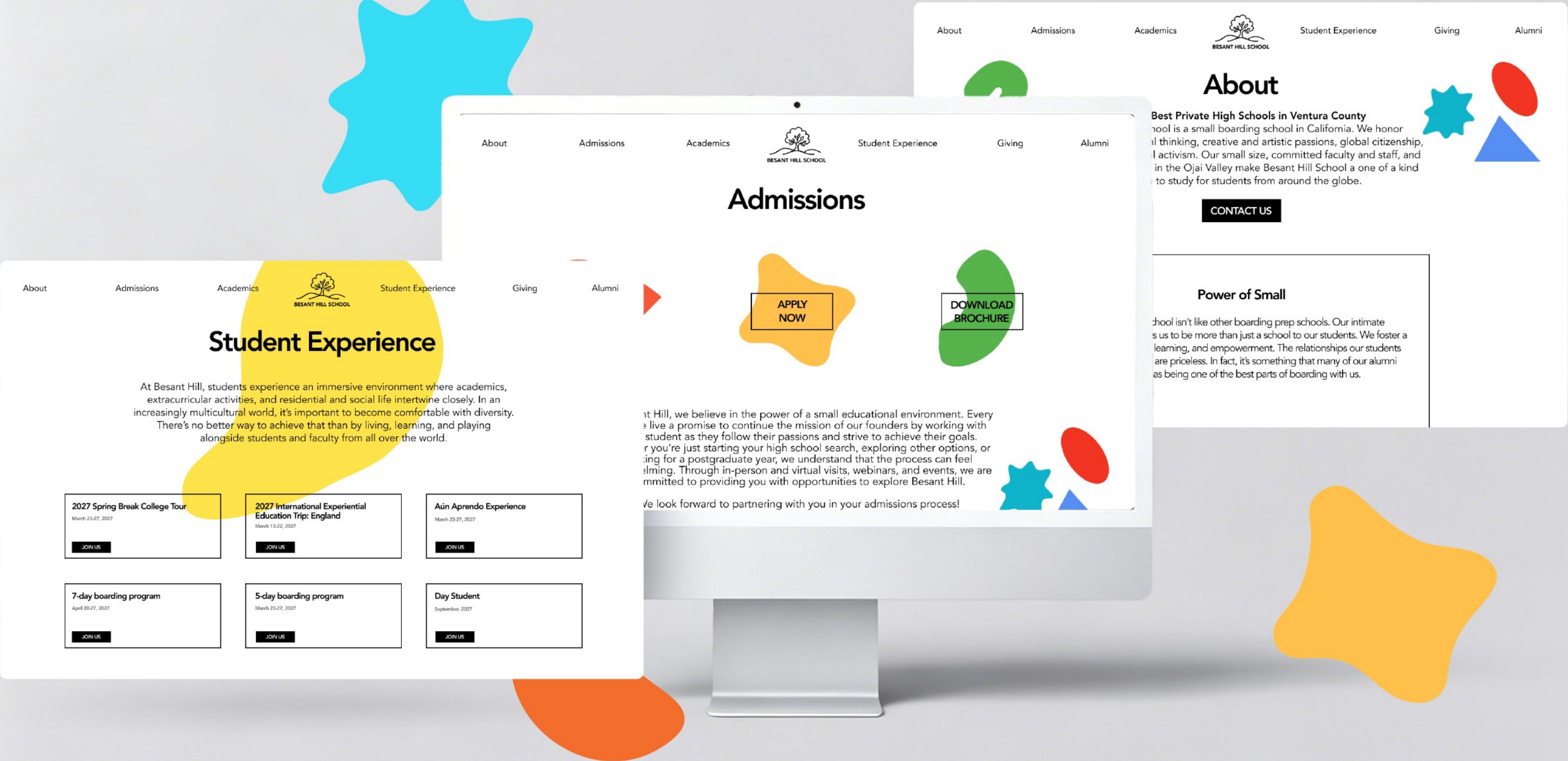
Body
Avenir Roman 28

Besant Hill School is a small boarding school in California.

Website



Website



Begin your next chapter.

Tell us about the student who is ready to discover the power of small.

NEW STUDENT APPLICATION

General Information

- 01 General information
- 02 Family information
- 03 School history
- 04 Student interests
- 05 Review

STEP 1 OF 5

Please use the applicant's legal name. A preferred name can be added for internal communication.

Applicant's name

First name	Middle name	Last name	Suffix
			Select
Preferred name			

Identity

Gender	
☐ Female ☐ Male ☐ Non-binary ☐ Self-identify	
Pronouns	Sex at birth
Select pronouns	Select
Applicant identifies as: Ethnicity	Applicant identifies as: Race
Select	Select

Refine Your Future

Are you ready to discover the power of small

SPRING ARTS 2027

INQUIRE

Admissions

Academics



Student Experience

Student Experience

At Besant Hill, students experience an immersive environment where academics, extracurricular activities, and residential and social life intertwine closely. In an increasingly multicultural world, it's important to become comfortable with diversity. There's no better way to achieve that than by living, learning, and playing alongside students and faculty from all over the world.

2027 International Experiential
Education Trip: England
March 13-22, 2027

JOIN US

5-day boarding program
March 23-27, 2027

JOIN US

Aún Aprendo Experience
March 23-27, 2027

JOIN US

Day Student

Alumni

Giving

Alumni

Giving

About

#2 in Best Private High Schools in Ventura County
Besant Hill School is a small boarding school in California. We honor individuality, critical thinking, creative and artistic passions, global citizenship, and environmental activism. Our small size, committed faculty and staff, and beautiful location in the Ojai Valley make Besant Hill School a one of a kind place to study for students from around the globe.

CONTACT US

Power of Small

Besant Hill School isn't like other boarding prep schools. Our intimate environment allows us to be more than just a school to our students. We foster a culture of caring, learning, and empowerment. The relationships our students build while here are priceless. In fact, it's something that many of our alumni remark as being one of the best parts of boarding with us.

Admissions

About

Academics



Student Experience

Giving

Alumni

Admissions

SUBMIT
INQUIRY

APPLY
NOW

DOWNLOAD
BROCHURE

At Besant Hill, we believe in the power of a small educational community. Each day, we live a promise to continue the mission of our founders: to provide each student as they follow their passions and dreams. Whether you're just starting your high school journey or looking for a postgraduate year, we have a place for you. Through in-person and virtual experiences, we're committed to providing a world-class education.

We