

Making Math a Festival

REBRANDING THE JULIA ROBINSON
MATHEMATICS FESTIVAL





Summary

In 2021, the Julia Robinson Mathematics Festival launched a new vision, mission and strategic plan that focused on empowering communities to create magical math moments.

To better demonstrate the expanded mission, connect more thoughtfully to core audiences, and focus on community, JRMF teamed up with branding agency Stay Gold to create a new branding identity that launched in summer 2022.

The rebrand and new website launch increased our website engagement by 600% and social media engagement by 450% compared to the same timeframe in 2021.





Opportunity

JRMF wants to show all children — especially those who do not think they like math — that they can do math and math is fun. JRMF does this by introducing kids to play-based math in a festival setting. Math festivals have collaborative stations of puzzles and games, volunteers to facilitate the puzzles, and a welcoming, inclusive community so any child can succeed at math, regardless of age or skill level.

The original Julia Robinson Mathematics Festival brand was created 15 years ago when the organization launched. In those 15 years, the logo became outdated and limited the organization's mission.

◆ **Too Sophisticated...**

Because of the organization's focus on approachable, fun math, the original JRMF logo interfered with that messaging. The logo featured a parabola, a mathematical symbol that most students do not learn until high school. As JRMF generally targets 3rd through 8th grade students, the graph intimidated many potential festival attendees.

◆ **Yet Juvenile...**

While the graph leaned older, the colors of the brand were primary yellow, red, green and blue. These colors were difficult to design around due to their bold hues, and also felt traditional and homemade.

◆ **No Festival Focus**

JRMF coined the term “math festival” when it launched, and remains one of the few math nonprofits that provides such an experience for kids. Aside from the name, the logo did not highlight JRMF's unique value proposition, instead focusing on a general math symbol.

◆ **Lack of Consistency**

Beyond the logo, no defined brand identity was created. Marketing materials and math puzzles were inconsistent.

◆ **Limited Awareness**

Even though JRMF was 15 years old and had helped host more than 500 math festivals in its history, the organization lacked brand awareness on a local (San Francisco Bay area) and national level.

These challenges created an opportunity for the JRMF team to rebrand the organization, better aligning our mission to our brand.



Objectives

The rebrand had 3 goals:

1. Increase Brand Awareness:
 - a. Grow our reputation for play-based math while increasing brand salience and affinity.
2. Inform Stakeholders:
 - a. Educate current stakeholders about the name change while still maintaining loyalty. Honor JRMF's history while refreshing with a forward-thinking brand.
3. Expand Outreach:
 - a. Expand math festivals and activity play to all school districts in the U.S.

Our audiences for our rebrand included almost a dozen audiences, with specific customer journeys created for K-12 students, their parents and teachers.

Key metrics of success include:

- 400,000 impressions in FY22 (social and web)
- 3,700 social media engagements in FY22 (social)
- 222 math festivals in FY22
- 6,900 school districts by 2026





Planning & Execution

In partnership with branding agency Stay Gold (Denver, CO), the JRMF team tackled this project through a three-month sprint framework where we combined research, strategy, and design to produce a tremendous amount of creative output in a short amount of time.

The sprints were:

- Sprint 1
 - Brand Heuristics
 - Experience Taxonomy
 - Brand Architecture
- Sprint 2
 - Customer Psychographics
 - Audience Profile
 - Ecosystem Map
 - Platform Tooling
- Sprint 3
 - Brand Values
 - Purpose Statement
 - Brand Positioning
 - Brand Persona
 - Consumer Tagline/Slogan
 - Brand Wordmark
 - Brand Symbol
 - Brand Glyph
- Sprint 3 cont'd
 - Brand Logo Lockup
 - Brand Typography
 - Brand Color & Material Palette
 - Brand Image Style and Tonality
 - Brand Tone and Messaging
 - Brand Gallery
 - Style Guide
 - Brand Book
- Sprint 4
 - Social Media Templates
 - Business Cards
 - Deck Design
 - Brand Swag





Results

Goals are still in progress for the year, but have either already been completed or trending to do so by end of December 2022. One long-term goal is underway but will not be truly measurable until 2026.

Goal #1: Increase Brand Awareness:

Grow our reputation for play-based math while increasing brand salience and affinity.

- Goal: 200,000 digital impressions in FY22 Q3 & Q4
- Result (Aug. - Oct. 2022): 162,283

- Goal: 1,850 social media engagements in FY22 Q3 & Q4
- Result (Aug. - Oct. 2022): 5,975 (450% more than Aug. - Oct. 2021)

Goal #2: Inform Stakeholders:

Educate current stakeholders about the name change while still maintaining loyalty. Honor JRMF's history while refreshing with a forward-thinking brand.

Goal #3: Expand Outreach:

Expand math festivals and activity play to all school districts in the U.S.

- Goal: 222 math festivals in FY22
- Result (Jan. - Oct. 2022): 205 (35% increase over FY21)

- Goal: 6,900 school districts by 2026
- Result (Jan. - Oct. 2022): 95



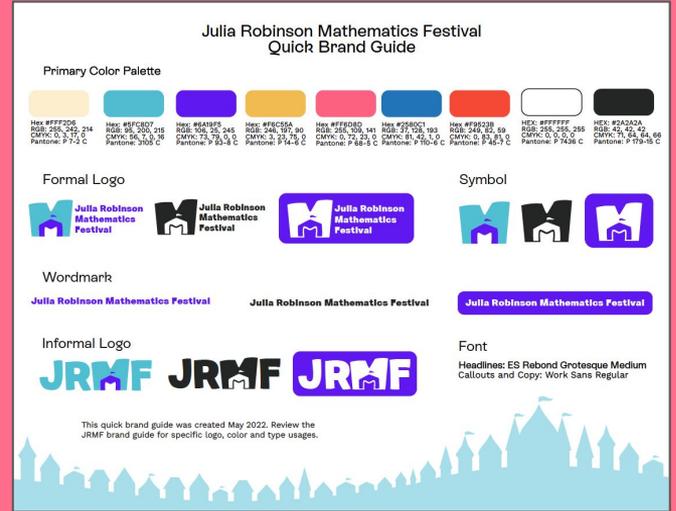
Appendix



Brand Guides



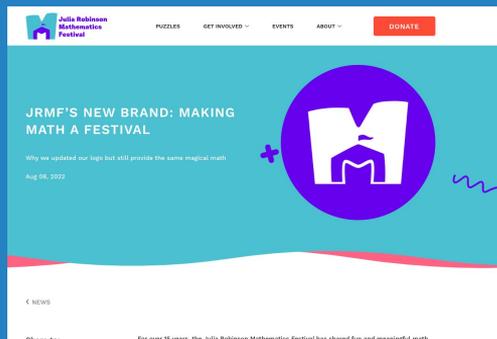
[JRMF brand guidelines](#)



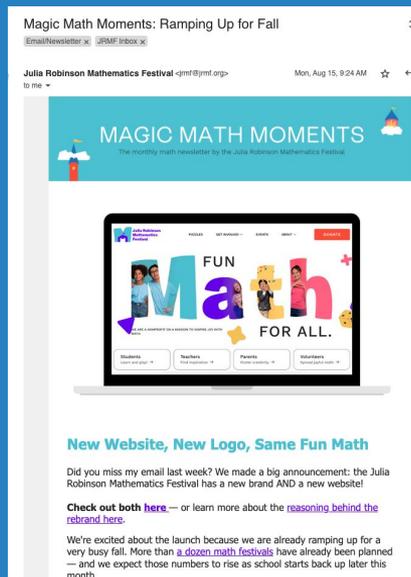
[JRMF quick brand guide](#)



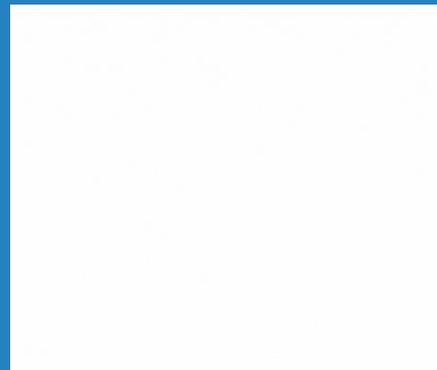
Rebrand Announcements



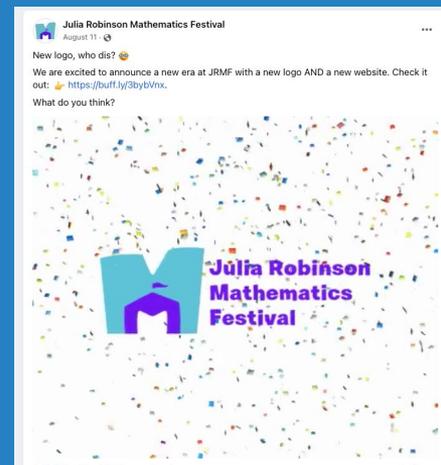
[Blog announcement](#), Aug. 2022



JRMF monthly newsletter, Aug. 2022



[Social visual gif](#), Aug. 2022
*click to view



[Social media announcement](#), Aug. 2022



Launch Event

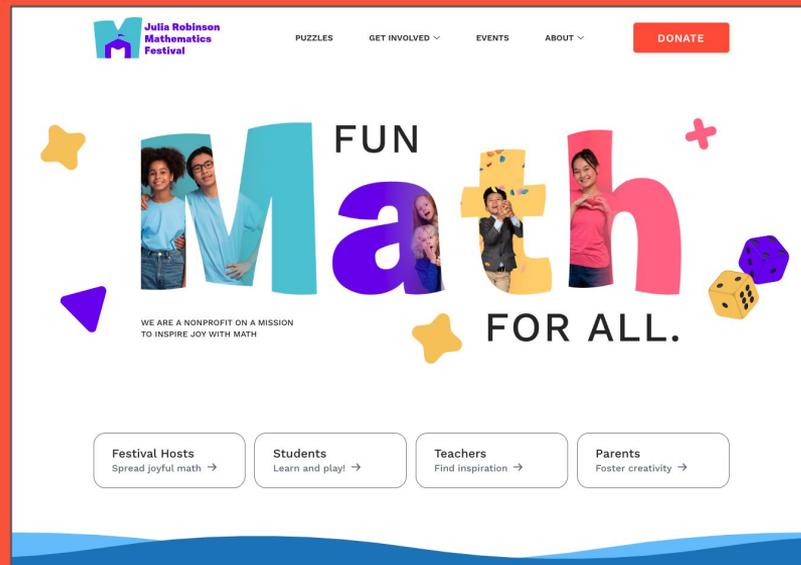




Before & After: Website



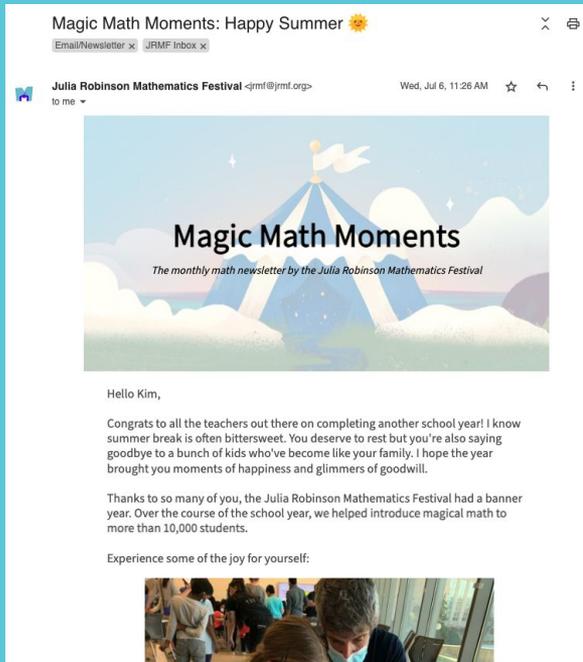
JRMF homepage, August 2021



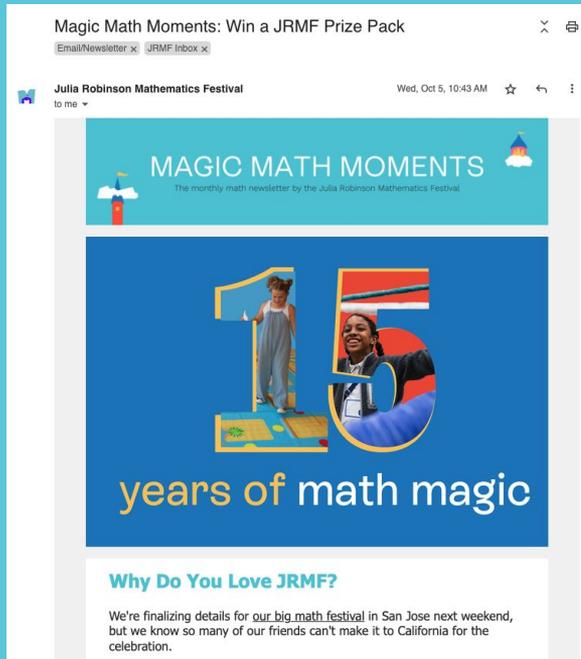
[JRMF homepage](#), October 2022



Before & After: Email



JRMF monthly newsletter, July 2022



JRMF monthly newsletter, September 2022



Before & After: Flyers



JOIN US

INTERACTIVE TRAINING SESSIONS

MONDAYS
12PM EDT / 9AM PDT

FORMAL AND INFORMAL EDUCATORS

VOLUNTEER WITH JRMF!

- Free Interactive Training
- Supportive Community
- Exploration Based Teaching

Then join our growing team of volunteers as we expand the joyous exploration of mathematics around the globe.

 **Julia Robinson Mathematics Festival,**

CONTACT US
info@jrmf.org

JRMF flyer, fall 2020



Create Math Magic

 **Julia Robinson Mathematics Festival**

Calling all 3-8 graders!

Join us at the **FREE** Julia Robinson Mathematics Festival

Oct. 15, 2022
11 a.m. – 2 p.m.

Mayfair Community Center
2039 Kammerer Ave.
San Jose, CA

What to Expect:

- Fun for the whole family & all math levels
- Lunch provided
- Take-home math puzzles & giveaways

Register online:
jrmf.org/events/san-jose





JRMF flyer, fall 2022



Thank You