

Situation

Founded in 1884, The Barstow School is a co-educational school where students in preschool through 12th grade develop in a challenging educational community. Barstow purchased a former Hy-Vee grocery store for its Innovation Campus, later dubbed IDEA Space KC. Once complete, it will become one of the largest centers for innovation, discovery, entrepreneurship and arts in the nation, serving as a community resource for students in the Kansas City metro to inspire and empower future workforces.

Barstow's marketing team was being pushed to its limits internally, and they knew they needed to make a marketing investment to help launch IDEA Space. The team brought in Crux to bring the center's brand to life while providing clarity around its messaging and positioning within the marketplace.

Solution

Crux performed an extensive research audit including interviews with key stakeholders at Barstow and throughout the community. A naming study produced "IDEA Space KC, powered by Barstow," an acronym derived from the four areas of focus at the center: innovation, discovery, entrepreneurship and the arts. From there, brand messaging and a modern brand identity and color palette was developed.

(continued next page)

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Kansas City's Future Center for
**INNOVATION, DISCOVERY,
ENTREPRENEURSHIP, ARTS**

Achievement is not just academic. It's freedom and exploration, it's unlocking the independent spirit inside us all.

We're pleased to announce IDEA Space KC, one of the largest centers for innovation, discovery, entrepreneurship and arts in the nation. Powered by the educational excellence of The Barstow School, IDEA Space will serve as a community resource — open to the entire KC region — for thinkers, makers and doers, enhancing curiosity and empowering our future workforce.

IDEA Space is a creative and collaborative workspace where hands-on teaching cultivates entrepreneurs, and experiential learning creates participants, not spectators.

"We are thrilled to see the IDEA Space come to life in the heart of Leawood, Kansas. With the excellence of The Barstow School fueling education and innovation, everyone in our community can look towards a promising future."
— Mayor Peggy Dorn, City of Leawood

"Kansas City is recognized as a hub of innovation and entrepreneurship in the Midwest. The IDEA Space KC will be a great launching pad to educate the learners, makers and doers of tomorrow."
— Tim Corbett, President
KC Area Development Council

World-caliber black box theater space.

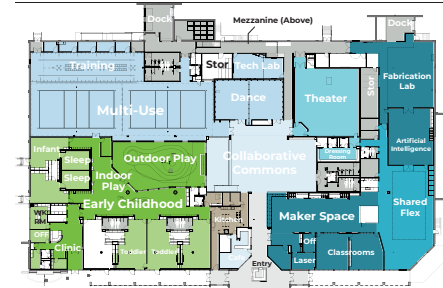
Creating a safe place for artistic expression, the new facility will feature a 160-seat black box (experimental) theater that can be converted into an auditorium for performances and presentations of all types, including visual art exhibitions, author talks, theater camps and digital art development. Plus, a separate space will be dedicated to the region's first high school-level experts team, with competitions and public events held in the theater.

MULTI-USE / ATHLETICS

Well-being includes both a honed mind as well as a healthy body. Our multi-use/athletics area will be the perfect spot for a variety of activities—from volleyball to pickleball, soccer to yoga, even batting practice. A large dance studio will accommodate 20 dancers and other exercise classes, and a large multi-purpose gym with interchangeable surfaces will serve local club or municipal sports teams.



65,000 SQ FT STEAM FACILITY



COLLABORATIVE COMMONS

At the hub of IDEA Space is our Collaborative Commons, the perfect collaboration place for civic meetings, corporate events, business planning, parties and other special events. With the comforts of a living room or your favorite coffee shop, the Commons will be open to the public, year-round and include full AV capabilities. Perfect for intimate meetings of just two people or events of 200.



case study.

Solutions (cont'd)



Crux brought the new brand to life with a full business system including business cards, letterhead, envelopes and notecards, as well as promotional items such as coasters, name tags and stickers. High-end marketing brochures and booklets were designed to raise awareness of the new campus and bolster fundraising efforts.

In addition, the Crux team developed IDEA Space's digital presence through a new website design, email templates and social media content. Updated brand messaging and imagery for each social platform, as well as content that fueled those channels and reinforced the IDEA Space brand and their key verticals were deployed.

"The use of social media was critical for us. As an organization trying to get a foothold in a lot of different spaces, working with Crux was an efficient way for us to develop a presence in a very cost-effective way," said Kellye Crockett, Executive Director at IDEA Space. "The channels we chose, the way we chose to use them, and the way Crux empowered us to create and manage those channels were critical to our brand development early on. That launched us and allowed us to move forward."

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Kellye Crockett, Executive Director, IDEA Space





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The
power
of an
IDEA.

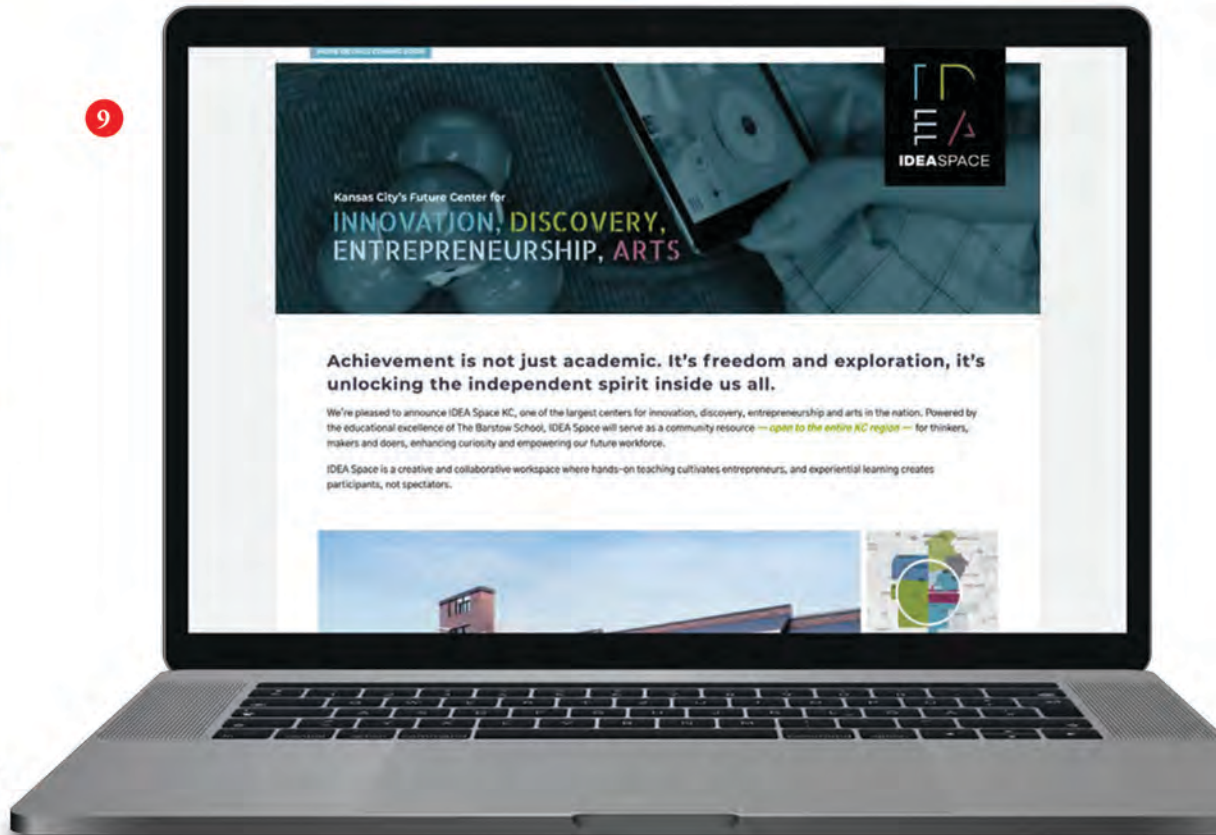
- 1 Brand Identity
- 2 Coasters & Stickers
- 3 Business Cards
- 4 Leave-Behind Brochure
- 5 Presentation Templates
- 6 24-page Booklet
- 7 Bannerstands
- 8 Newsletter Templates
- 9 Website Landing Page



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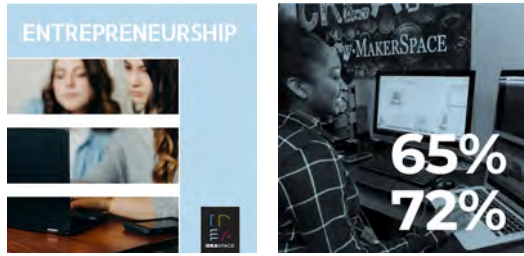


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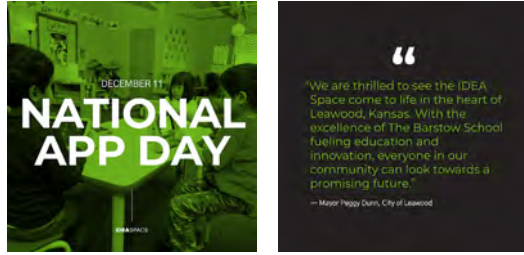


case study.

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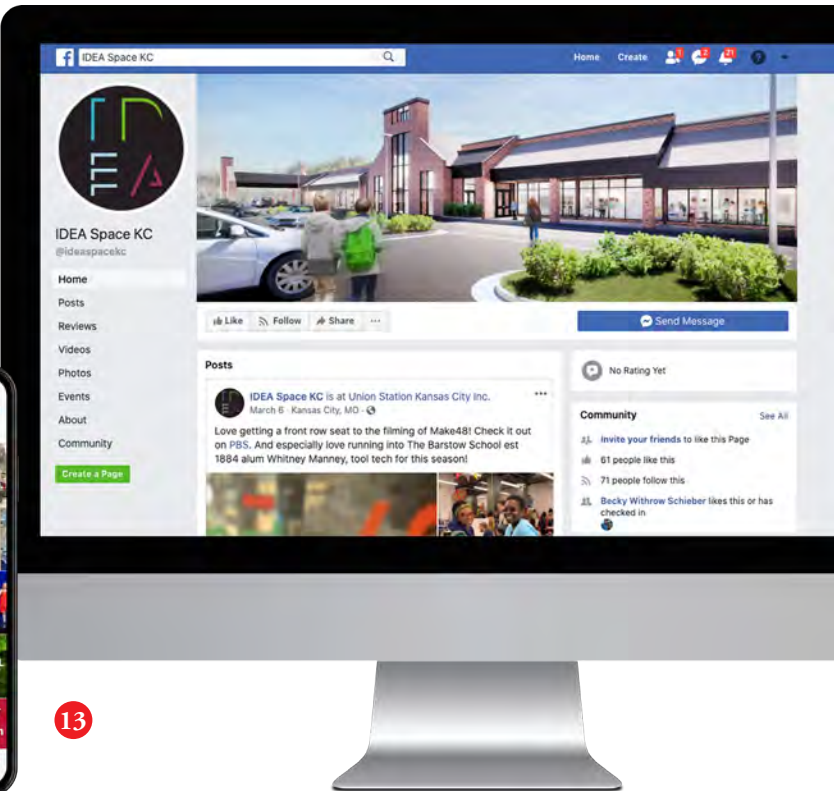
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- 10 Instagram graphics
- 11 Social graphics
- 12 Event promotion graphics
- 13 Social media identity



Results

The internal team at Barstow was able to better support IDEA Space because of the heavy lifting Crux accomplished, setting their entire team up for success. The Crux team worked in tandem with IDEA Space to build the brand from the ground up while making some key introductions to help build the IDEA Space brand in the local Kansas City business community.

Crux was able to deliver everything their team needed to begin reaching out to businesses, foundations and the community, and creating community partnerships. The engaging, visual collateral continues to help their development team strike up conversations and increase awareness.

"This wasn't just a project that involved new programming. It was the largest fundraising campaign in school history," said Jennifer Dreiling, Vice President of External Development for IDEA Space. "Crux provided fresh eyes to look at what we were doing and how we could position ourselves within the community. Providing us with tools to anchor our pitches was just critical."

we get to the **crux** of the matter.

crux.

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