

# Branding Agency Brings New Life to Schools

15 April 2025



**Nick Watts, founder of Claregate-based creative agency Depict Creative, is leading a fresh movement in education branding—showing how design and storytelling can unite school communities, inspire students, and support staff during increasingly challenging times.**

Nick, a father of three, has already helped transform the culture and identity of a local secondary school and sixth form. His approach focuses on *authentic community branding*—creating meaningful visual identities that reflect school values and foster pride and belonging.

"In today's environment, where schools are under constant pressure and students face new emotional and social challenges, branding is not cosmetic—it's cultural," said Nick. "A strong, cohesive identity can reinforce the school's vision, improve student motivation, and create a positive environment for everyone."

His work comes at a time when public concerns about youth isolation are rising, particularly following the Netflix drama *Adolescence*, which highlighted the dangers of students feeling disconnected and vulnerable to harmful online communities.

"Branding helps build belonging," Nick added. "When students feel part of something, they perform better, behave better, and become more engaged. A school's visual identity should inspire—not just look good."

Depict Creative has recently completed a full branding project with **Aldersley High School**, part of the **Amethyst Academies Trust**. After a competitive bid process, the agency delivered a new brand identity and worked with the school over a 12-month period to implement it across signage, wall graphics, and communications.

**Paul Martin**, Marketing Director at Amethyst Academies Trust, commented:

“Working with Depict was a breath of fresh air. When Aldersley needed a rebrand, they were the first team I thought of. They came back with three fantastic ideas—each one strong, but the final concept blew us away. The new branding, along with vibrant wall art, has transformed how our school feels.”

**Jas Bhangal**, Senior Assistant Vice Principal at Aldersley High School, added:

“Depict took our vision and turned it into something powerful and exciting. Their creativity gave us a brand we can be genuinely proud of.”

Nick stresses that any rebrand should be carefully considered, involving not just senior leadership, but also students and the wider school community.

“If a school is thinking about rebranding, it has to be for the right reasons,” he said. “It’s more than a logo—it’s about values, operations, communication, and long-term sustainability. And above all, it must be inclusive.”

With increasing demand, Depict Creative has now launched a dedicated service for schools, sixth forms, and colleges seeking branding that goes beyond the surface to make a real, lasting impact.