



BRAYARCHITECTS

Proposal for
Environmental Branding Services
Belle Plaine Public Schools



June 18, 2026

BRAYARCHITECTS

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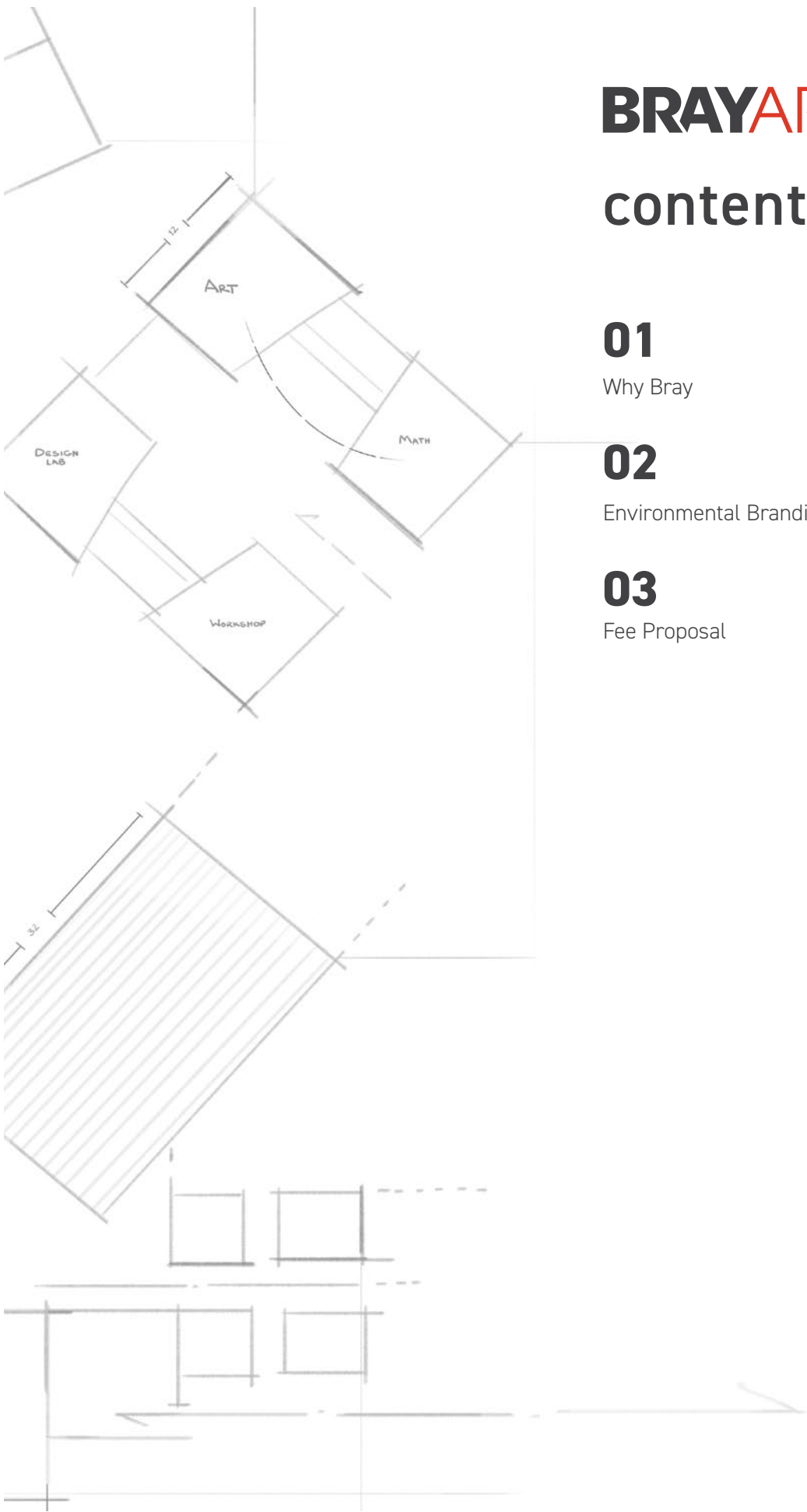
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why bray?





BRAY

your partner

As an architecture and design firm specializing in PreK-12 education projects, we understand the significance of schools. Vital to the community, schools unite students, parents, and staff in shared values and the pursuit of learning. A school mascot and branded building experiences that thoughtfully represent this core identity are highly impactful ways a school can express its pride and history.

At Bray, our philosophy is that branding should be engaging, well designed, and embody the unique spirit of a school in intuitive ways. Our existing knowledge and understanding of your project give us a strong foundation from which to launch a successful identity design and environmental branding for your new school.

We work closely with you to design thoughtful branding that embodies the pride, history, and unique spirit of a school.

interior intelligence



kyle hoard

SENIOR ENVIRONMENTAL
GRAPHIC DESIGNER

khoard@brayarch.com

D 414.615.1719

40+
combined
YEARS
EXPERIENCE



7 total
INTERIOR
DESIGNERS

1
INTERIOR
GRAPHIC DESIGNER

The Bray interior design team is comprised of one experienced environmental brand designer and seven interior designers who work as a cohesive unit.



different from the rest

We believe that relationships are the foundation of a great design process.

At Bray, our identity and environmental brand designer, interior team, and architectural team collaborate to produce purposeful installations that not only express your unique identity, but also enhance the architecture. Our integrated-team approach results in a seamless understanding of your goals and respect for the overall aesthetic of your project.

We attribute our successful identity and environmental branding projects to a shared commitment to authentic engagement, transparent communication, and a clear understanding of expectations - both internally and with our clients.



about US



CONNECTING BY DESIGN

Bray Architects is a trusted and innovative leader in educational and civic design. We guide our clients through their full journey, from planning and community engagement to architecture and interior design.

Over our 60-year history, our diverse group of specialists has been widely recognized as experts in K-12 planning and design, taking a community-based approach to each partnership. With listening and expertise, our team will lead a process that engages your community, navigates known and unknown obstacles, and moves your project to a successful completion.

By actively connecting with our clients, we deliver solutions that are rooted in community. We know that when we're finished, the project is yours; it's only successful if it works for you. We draw on our depth of knowledge to create lasting, meaningful, and creative solutions that shape lives and communities for the better.

*As a trusted advisor,
we listen closely to
your needs and create
designs that meet and
exceed expectations.*

davenport

220 Emerson Place
Suite 301
Davenport, IA 52801
T: 563.526.6050

milwaukee

829 South 1st Street
Milwaukee, WI 53204
T: 414.226.0200

saint paul

12 Long Lake Road
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St. Paul, MN 55115
T: 651.770.4442

sheboygan

1227A North 8th Street
P.O. Box 955
Sheboygan, WI 53082
T: 920.459.4200

02

environmental branding





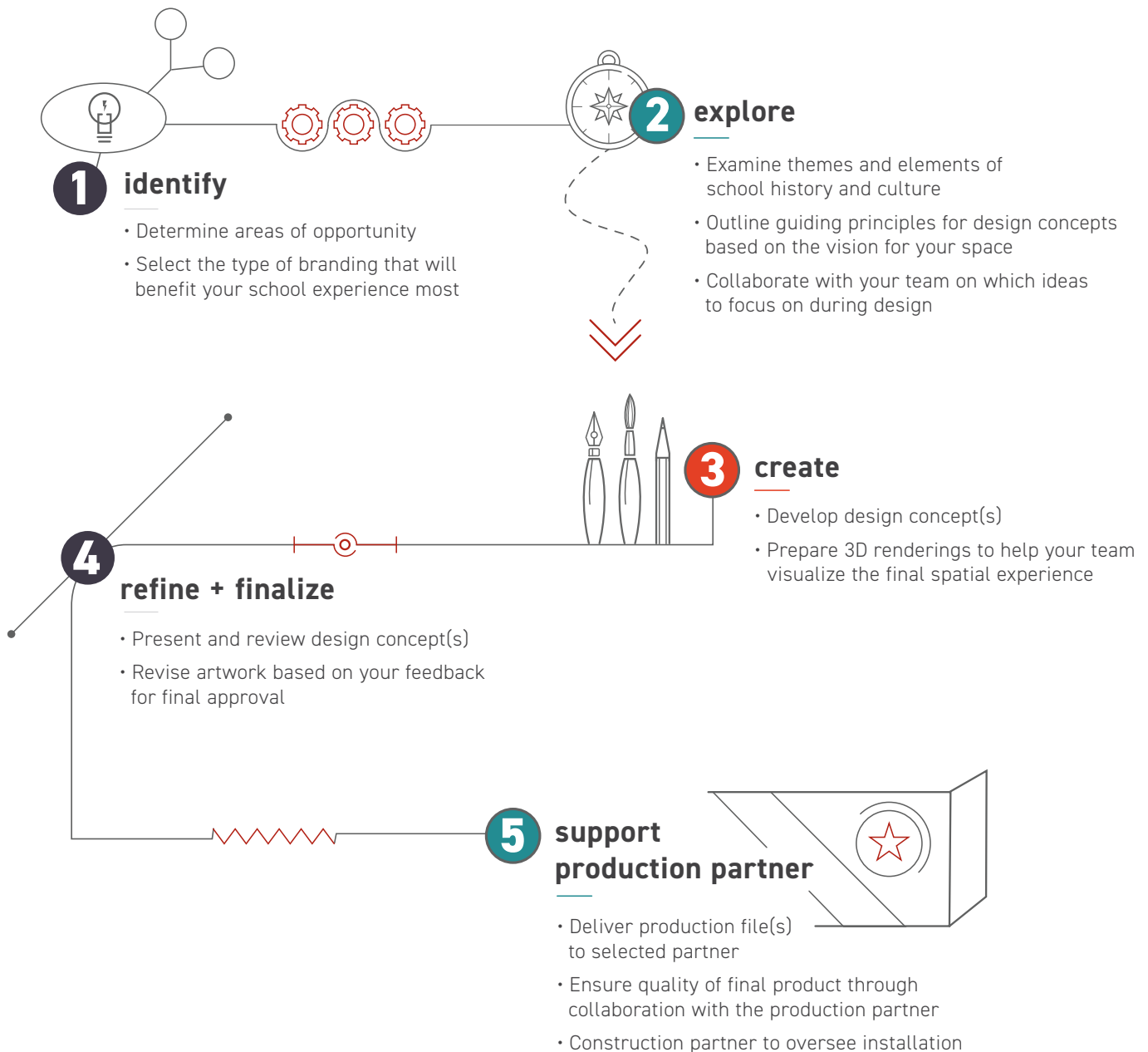
environmental branding

A SUCCESSFUL BRANDING PROCESS

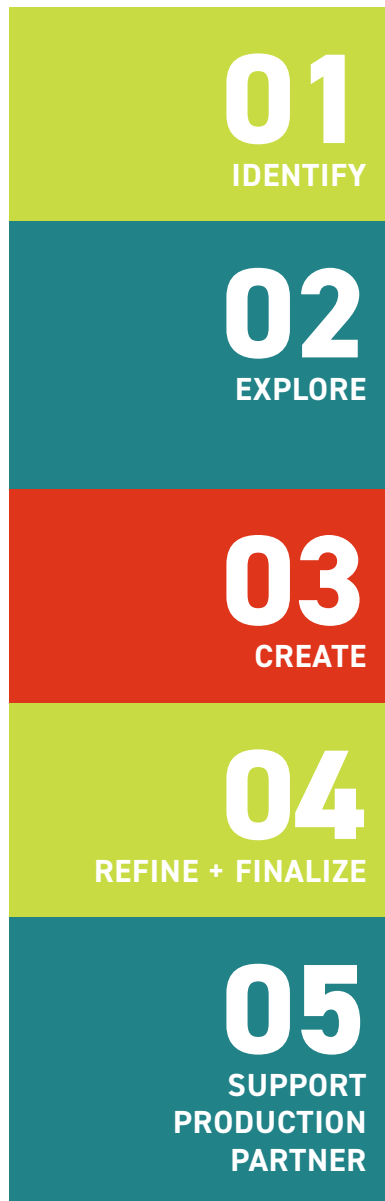
As an expert guide in the design process, we understand the balance of genuine creativity, insight, and collaboration needed to visually express your brand in a way that connects with students, staff, and the community. Our team is dedicated to ensuring that your new elementary building experiences, visuals, and installations are reflective of and unique to Belle Plaine Public Schools

Above: Our environmental branding for the Northern Ozaukee School District celebrates the school's logo and bright colors.

environmental branding process



environmental branding process



- ▶ Working seamlessly with the architectural team, we identify opportunities to add value to your school project through branding. The type of branding (wall mural, installation, signage, etc.) that will most benefit your school experience is determined by the building design, your project goals, and your school's identity.
- ▶ We then explore specific themes and identify important design factors such as district history and culture. If you already have ideas on themes and / or imagery you would like to pursue, our team will explore those possibilities. We collect information about how school branding has been implemented elsewhere in the district and how the community perceives its identity. Through this process, we outline guiding principles and design concepts that we'll use in the next phase.
- ▶ Following this exploration, we'll develop and present initial design concept(s) for your consideration. These concepts include artwork along with 3D renderings to help you visualize the final spatial experience.
- ▶ Based on your feedback, we revise the artwork and present a final concept for your review. Our team gathers and incorporates any additional thoughts in a final design to send into production.
- ▶ We create final production files are created and delivered to the selected production partner. We remain involved throughout production while your construction partner oversees installation.

environmental branding experience

FIVE-YEAR SUMMARY

The experience in this section represents a five-year snapshot of the portfolio Bray Architects has developed as a 60-year leader in the educational planning and design community.

Albany, School District of

Albany Elementary School

wall mural

Beloit Turner, School District of

Garden Prairie Intermediate School

brand identity + wall murals

Columbus School District

Columbus Elementary School

wall murals

Columbus High School

wall murals

Denmark School District

Denmark High School

wall murals

Dodgeland School District

4K-12 School

wall murals + gymnasium design

Edgerton School District

Community Elementary School

dimensional lettering + gymnasium design

Evansville Community School District

JC McKenna Middle School

wall mural

Theodore Robinson Intermediate School Lobby

wall mural

Horicon, School District of

Horicon Elementary School

dimensional feature wall + wayfinding

Horicon High School Commons

wall mural

Mayville School District

Mayville High School Athletics Lobby

wall mural

Mayville High School Learning Stair

wall mural

Mukwonago Area School District

Mukwonago High School

wayfinding

North Fond du Lac, School District of

Friendship Learning Center

wall murals

Bessie Allen Middle School

wall murals

Northern Ozaukee School District

District Campus Lobby + Cafeteria

wall murals

Oostburg School District

Oostburg High School

dimensional signage

Oregon School District

Forest Edge Elementary School

wall mural + wayfinding + interactive user interface

Oshkosh Area School District

Vel Phillips Middle School

wall murals + wayfinding

Sun Prairie Area School District

Bank of Sun Prairie Stadium

Sun Prairie West High School

wall murals + ramp murals + lit murals

dimensional + illuminated murals +

wall murals + wayfinding

Sun Prairie East High School

wall murals + wayfinding

Prairie Phoenix Academy

wall murals

Two Rivers Public School District

LB Clarke Middle School

large wall murals

Waukesha School District

Butler Middle School

wall mural + window graphic

Horning Middle School

wall murals

Les Paul Middle School

wall murals

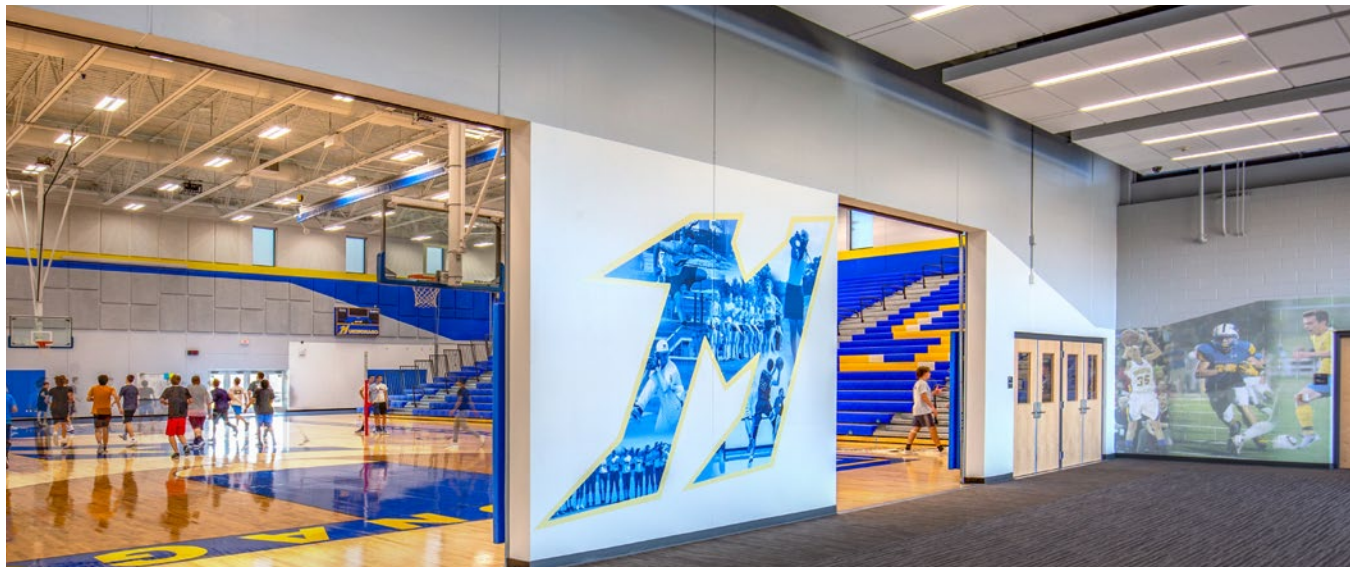
South High School

wall murals + window graphics

Westosha, Central High School District of

Westosha Central High School

brand identity + wall murals + gymnasium design

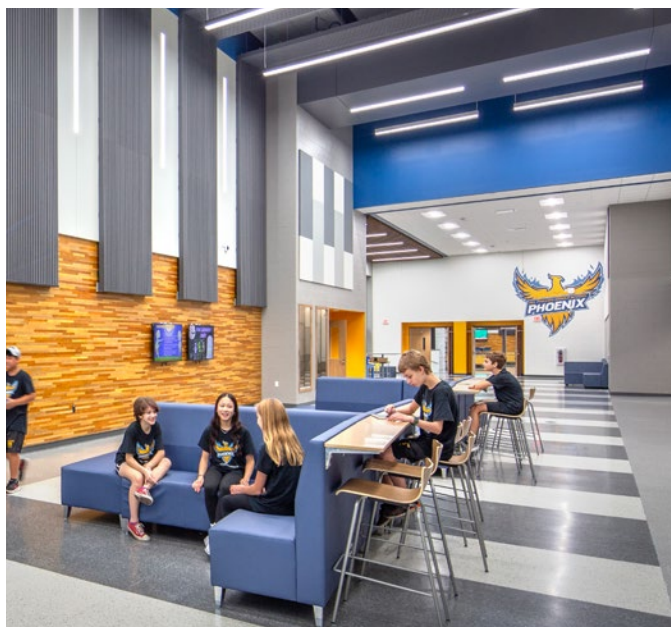


oshkosh area school district



VEL PHILLIPS MIDDLE SCHOOL

Bray assisted the Oshkosh Area School District with their new school name and brand identity for the Vel Phillips Middle School. After leading a community surveying process, Bray partnered with the district to develop thoughtful, locally inspired branding and graphics. The project resulted in classroom pod wall graphics, STEAM lab window graphics, makerspace window and wall graphics, main office wood and vinyl installations, dimensional wayfinding, and music entryway wall graphics.



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BRANDING INSTALLATIONS

including

Mixed Media Installations •
Wayfinding Pieces • Wall Murals



oregon school district



FOREST EDGE ELEMENTARY SCHOOL

Forest Edge Elementary School is the first verified net zero energy educational building in Wisconsin. We partnered with the Oregon School District to turn the environmental branding into teaching tools.

Informative window and wall graphics encourage students to learn about their school's unique and sustainable features. Interactive digital screens provide additional opportunities to explore the building's net zero goals, on-site energy sources, and energy-related curriculum.



35

BRANDING INSTALLATIONS

including

Interactive Screens • Signage
Window Graphics • Wall Murals



horicon, school district of



HORICON K-12 commons area wall mural

Located near a marsh, the School District of Horicon has a unique landscape and heritage. Two installations, one in the high school commons and one in the elementary school entrance, celebrate their marsh pride. The high school wall mural features a custom-illustrated topographic map of the Horicon Marsh paired with signage and built-in student seating for an impactful, interactive branded environment.

MATERIAL

**PRINTED
WALL PROTECTION**

ARTWORK SIZE

24 x 8 FT.

north fond du lac school district



HORACE MANN HIGH SCHOOL & BESSIE ALLEN MIDDLE SCHOOL

As part of the renovation, we developed branded design solutions for 15 locations throughout the school. From the start, we embraced the school's bold orange identity, using it as a vibrant throughline across the spaces. Another key design element was the use of intersecting lines to evoke a nest—symbolizing both the Oriole mascot, as well as the sense of safety, care, and belonging that the school community provides for its students. Paired with the orange palette, the nest motif forms a cohesive design language that visually connects the school's branded spaces.

In one featured area, we created a history wall by incorporating school-provided imagery into the word "Orioles," celebrating the school's heritage and identity. Elsewhere, we introduced the phrase "We Are One," a message that reflects the district's commitment to connection—between students, staff, and the broader North Fond du Lac community. Together, these elements tell a unified story of support, connection, and school spirit.



15

BRANDING INSTALLATIONS

including

Sculptural Elements • Wayfinding
Pieces • Wall Murals

westosha, school district of



WESTOSHA CENTRAL HIGH SCHOOL

Bray helped guide the School District of Westosha through updating their logo and identity of the Westosha Central High School. Our team of experts partnered with the district to design the gym wall and floor graphics, as well as wall graphics in the locker room, weight room, cardio room, and library media center. Our designers also developed specialized installations that add to the school's sense of place including the student services glass graphic, the history wall, and lighted dimensional signage.

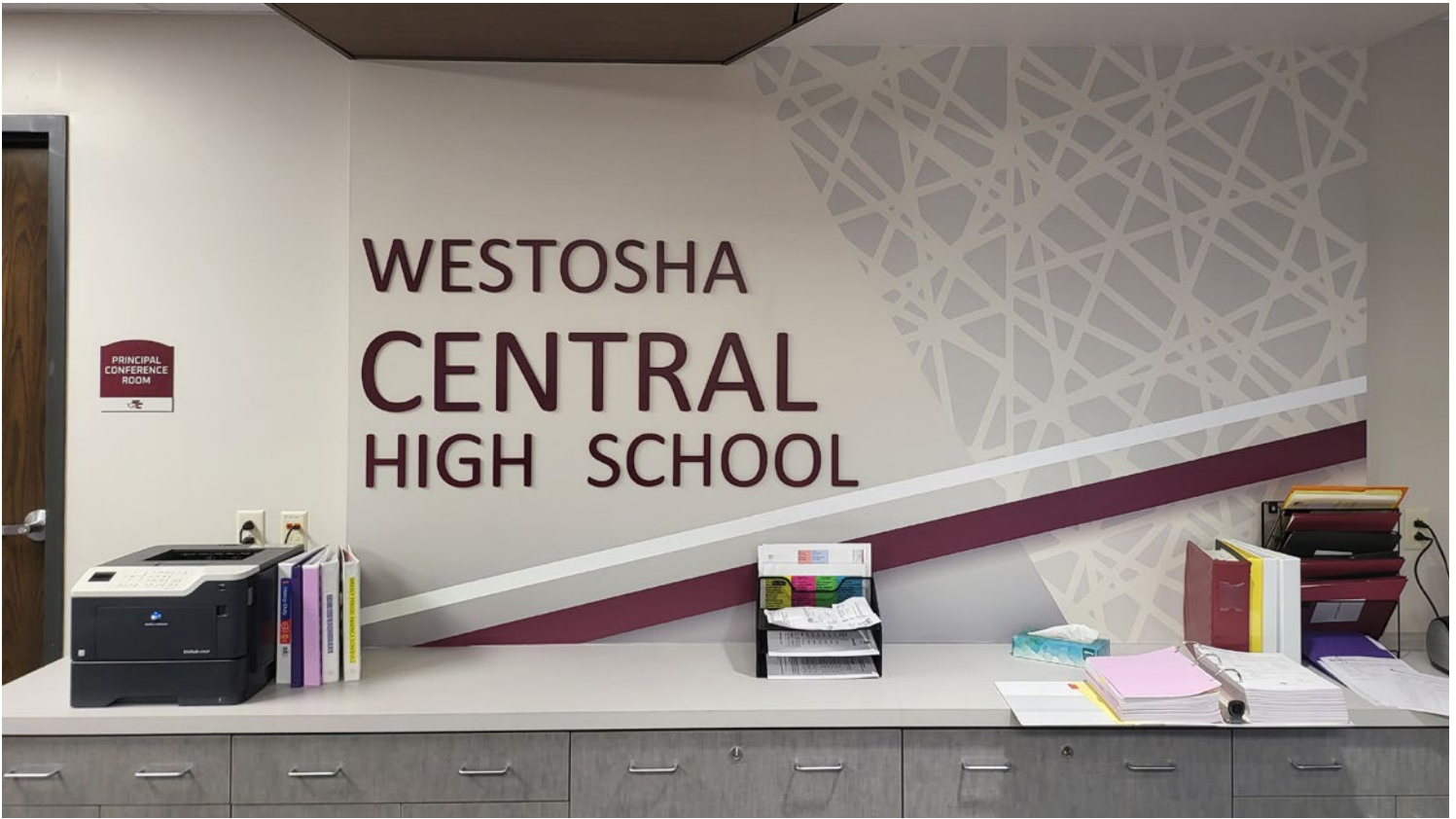


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BRANDING INSTALLATIONS

including

Sculptural Elements • Wayfinding
Pieces • Wall Murals



sun prairie area school district



SUN PRAIRIE WEST HIGH SCHOOL

The Sun Prairie Area School District developed a new identity for West High School and enlisted Bray's team to bring it to life in the new school. Bray worked closely with the district's team to understand how the wolf should be represented in various area types. Through unique and original designs, West High School's Wolves are bolstering school pride. This package also included wayfinding and academic support areas that are on-brand with the new identity.

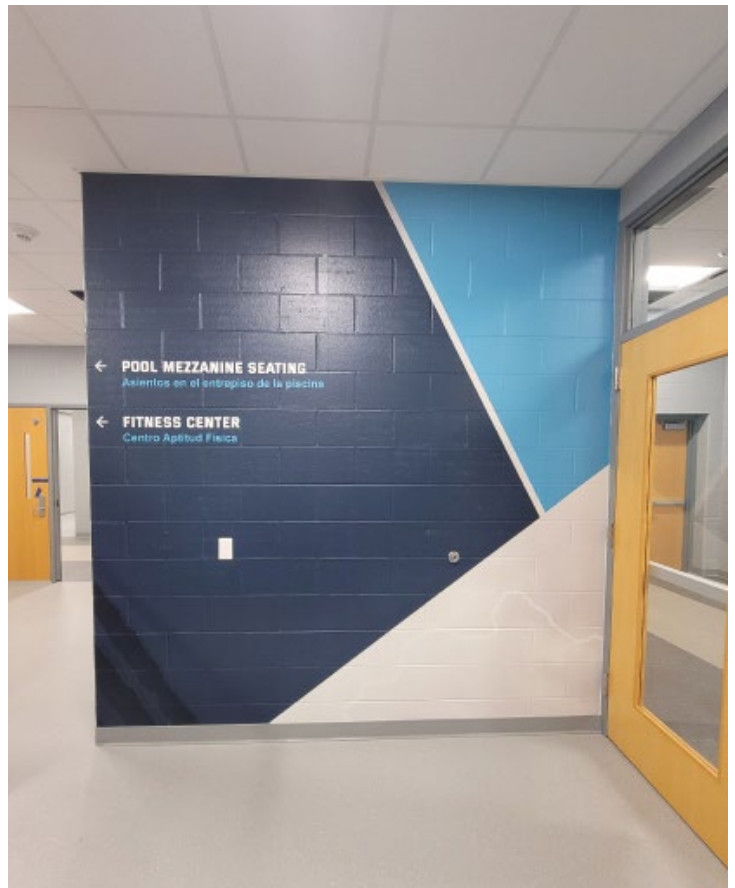


50

BRANDING INSTALLATIONS

including

Acrylic Graphics • Lit Signage
Wall Graphics • Wayfinding



mayville school district



MAYVILLE HIGH SCHOOL

learning stair
wall mural

The Mayville School District had a clear vision for how environmental branding could increase engagement and enhance the learning stair in their high school entrance.

Students and staff collaborated to identify the values, actions, and character traits that encompass being a Mayville Cardinal. The wall mural prominently features and celebrates those attributes with a sense of pride unique to Mayville.

MATERIAL

PRINTED
WALL PROTECTION

ARTWORK SIZE

33 x 21 FT.



MAYVILLE HIGH SCHOOL

athletics lobby
wall mural

During renovation, we partnered with the school district to reimagine the existing hand-painted murals throughout the school. The district valued the previous murals' depiction of student life but sought our help to provide fresh finishes.

Wishing to honor past generations with the athletic lobby wall mural, the district teamed with the Mayville Historical Society to source photographs of past Mayville High School athletic events dating to the early 1900s. WE helped the district scan and restore the photos, culminating in a mural that proudly displays Mayville Cardinal history.

MATERIAL

**MATTE VINYL
WALL COVERING**

ARTWORK SIZE

14 x 9 FT.

northern ozaukee school district



DISTRICT CAMPUS

lobby + cafeteria
wall murals

As a school district housing all grades on a single campus, expressing an inspiring and unified school spirit was of the utmost priority for the Northern Ozaukee School District (NOSD). The lobby and cafeteria / gymnasium were identified as the most impactful locations for the type of imagery the district wished to display; both are high traffic areas bringing the student body and community members together.

Utilizing a color palette based on district colors and illustrations inspired by the school mascot/theme of warriors and arrowheads, the wall murals serve as bright focal points of school pride. Additionally, the cafeteria artwork features images of NOSD students that speak to the district's core values of academics, art, and athletics.

The district also utilized Bray logo and mascot design services on this branding project.

FEET
58 x 19
CAFETERIA

ARTWORK SIZE

MATTE VINYL
WALL COVERING

MATERIAL



FEET
46 x 14
LOBBY

ARTWORK SIZE



03

fee proposal



fee proposal

Thank you for the opportunity to submit our proposal for environmental branding services for Belle Plaine Public Schools. We greatly value our partnership to date and look forward to further supporting the district through impactful visual design.

We are proposing a fee structure for environmental branding as follows:

Environmental Branding | Belle Plaine Public Schools

- Design of branding
 - Elementary School - 3 locations
 - Middle/High School - 12 locations
 - General District Logo Location - 7 locations
 - Note: Locations included at time of proposal are based on the review with the Belle Plaine Public Schools team during the June 3, 2026 virtual Core Planning Team meeting.
- Production partner coordination
- Construction administration

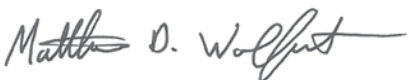
Fee: \$29,000

The final rate for fabrication and installation of the environmental branding work will be determined separately through the selection of production partner(s) and bidding. Based on our current assessment of the cost for fabrication and install for all the above locations we recommend holding a budget of \$65,000.

We would be honored for the opportunity to work with you to develop branding for Belle Plaine Public Schools. Please feel free to reach out to me with any questions you may have.

Thank you for your consideration.

Sincerely,



Matthew D. Wolfert, AIA, NCARB, LEED® AP
President | Architect
Bray Associates-Architects, Inc.



BRAYARCHITECTS



brayarch.com

