



Tipton Communications Launches New Brand, Web Site for Immaculate Heart of Mary School

NEWARK, DEL., October 20, 2009 — Tipton Communications has launched a new brand identity—including a new logo, brochure and Web site—for Immaculate Heart of Mary School (IHM), to help differentiate and brand the school in its local community.

When IHM School, a Catholic, co-educational parochial school in Towson, MD, decided to re-evaluate its marketing strategy and brand positioning in the community, it selected Tipton Communications to carry out the project.

Tipton Communications, an integrated business communications company serving the mid-Atlantic markets, conducted parent surveys before developing the marketing and community relations plans for launching the new brand. The firm also designed IHM School's new logo and brochure, and worked with board members and staff to develop the design, navigation and content of the new Web site, which was recently launched at www.immaculateheartofmary.com/school. The user-friendly site allows current and prospective students, families, teachers and alumni to readily access information about the school, including admissions information, curriculum agendas and interactive teacher web pages.

“We are very excited about the results of working with Tipton Communications,” said Amy Belz, Principal at IHM School. “We promote excellence in education and faith-based studies, and Tipton Communications is helping us get the word out.”

About Immaculate Heart of Mary School

IHM School, located in Towson, Maryland, is a co-educational Catholic parochial school for children in pre-kindergarten through grade eight. For more information, please visit www.immaculateheartofmary.com/school.

About Tipton Communications

Tipton Communications supports its clients with award-winning business communications services, including strategic communications planning, public relations, marketing communications, e-solutions, benefits communications, graphic design and executive and employee communications. We are at your service! For more information, please visit www.tiptoncommunications.com.

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