



**NOVA CLASSICAL ACADEMY**

**Brand Strategy**

# PROCESS

- *Steering Committee Organization Meeting*
- *Consultant Calls*
- *Draft of Brand Strategy*
- *Feedback to Consultants*
- *Revised Brand Strategy*
- *Taglines (Vote Tonight)*
- *Logo (Targeted to Board Mid July)*

# WHY BRANDING?

## *Board Objective*

By the end of FY22, Nova will design and implement a plan to use multiple communication formats to ensure consistency in messaging and branding with all internal and external audiences.

# NEW POSITIONING STATEMENT (INTERNAL)

*Nova Classical Academy is a leader in Minnesota classical education, a rigorous and formal method of teaching thought and expression of the mind and heart, resulting in confident, compassionate and articulate graduates poised to engage as thoughtful global citizens.*

# WHY “A LEADER IN MINNESOTA”?

- The leading classical education school in the state - rankings from US News and World Report
- Guides the conversation and leads the discussion
- Is the “go-to” school for media coverage or commentary on the classical education model
- Builds partnerships with other classical charter schools who look to Nova Classical Academy as a role model

# WHY “MIND AND HEART”?

- Speaks to the combination of teaching the trivium along with the virtues.
- Positions Nova Classical Academy as more approachable and less elitist.

# NEW BRAND PROMISE (EXTERNAL)

Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.

# WHY “INCLUSIVE COMMUNITY”?

*Nova Classical Academy promises to be an **inclusive community** with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.*

- Open to ALL who see themselves as benefitting from what Nova Classical Academy offers
- Accepting differences in religious, ethnic, gender and economic circumstances
- Staff, parents, donors, students and volunteers feel heard and included



# WHY “SHARED COMMITMENT”?

*Nova Classical Academy promises to be an inclusive community with a **shared commitment** to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.*

- The board, administration and teachers believe in the vision

# WHY “EXCEPTIONAL, FOUNDATIONAL”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an **exceptional, foundational** education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.*

- As a leader, exceptional is uniquely yours
- Foundational explains classical in simple terms

# WHY “THOUGHT AND EXPRESSION”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches **thought and expression** of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.*

- Talking about classical education in plain language
- Speaks to learning a thought process
- Speaks to sharing

# WHY “MIND AND HEART”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the **mind and heart**, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.*

- Combination of the trivium and the virtues
- Sets Nova apart
- It's a more approachable way to speak about what you do

# WHY “COMPASSIONATE AND ARTICULATE”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in **compassionate and articulate** graduates poised to engage as thoughtful global citizens.*

- Showing empathy and concern for self and others
- Sharing ideas in a way that people are most open to receiving the message
- Speaking and writing fluently and persuasively

# WHY “POISED TO ENGAGE”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates **poised to engage** as thoughtful global citizens.*

- Composed, self-assured and confident
- Sharing their knowledge and ideas
- Connecting with others

# WHY “THOUGHTFUL GLOBAL CITIZENS”?

*Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as **thoughtful global citizens**.*

- Leaders in great thinking and caring
- We all share one world
- Political, moral, economic and cultural.

# YOUR BRAND PERSONALITY

- Motivating, Encouraging
- Thoughtful, Intentional
- Approachable, Responsive
- Stimulating, Energetic





**NEW KEY MESSAGES**

**NOVA CLASSICAL  
ACADEMY**

# UNIQUE PURPOSE

Nova Classical Academy students are encouraged to discover their own unique purpose and abilities by pursuing their interests beyond the classroom through a variety of clubs, sports, music, theatre, and other activities.

# CONFIDENCE

The teaching method at Nova Classical Academy ensures that students are seen and heard, resulting in self-assured and confident individuals.

# ACCOUNTABILITY

Nova Classical Academy students are taught how to gain knowledge, and in the process form exemplary study habits and time management skills that help them develop self-discipline and accountability in academics and life.

# EMPOWERMENT

Nova Classical Academy students are empowered to be intellectually curious, to identify their personal strengths, and gain the knowledge, understanding and wisdom to make their world a better place.

# THOUGHTFUL INTERACTIONS

A focus on character values in daily interactions instills the habit of engaging with others in a thoughtful, kind-hearted manner.