



NOVA CLASSICAL ACADEMY

Brand Identity

NEW TAGLINE

Know yourself. Know the world.



**LOGO MARK
BRAND PERSONALITY**

**NOVA CLASSICAL
ACADEMY**

WHAT IS THE PURPOSE OF A LOGO?

- Its primary purpose is to identify
- Tell Nova's story
- Convey our brand message/personality
- Create an emotional connection with our community and future community

LOGO MARK: ENDURING CHARACTERISTICS

- Distinctive? *Stands out in a crowded field*
- Sophisticated? *Reflects a sense of good taste*
- Conceptual? *"Born of intelligent thought"*
- Relevant? *Includes relevant visual elements*
- Versatile? *Reproduces well in a variety of formats*
- Cohesive? *Works as a unit*
- Attractive? *Visually appealing*
- Legible? *Easy to read*
- Memorable? *Easy to recall*
- Enduring? *Avoids trendy imagery, fonts and colors*

WHAT DOES A WELL-DESIGNED LOGO DO?

- Makes a great first impression
- Invites customers to interact with Nova
- Reinforces Nova's promise by creating a unique brand identity
- Gives Nova a visual symbol to remember us by
- Sets us apart from the competition
- Encourages brand loyalty

WHY WE CHOSE THIS MARK:

Nova's brand personality should closely relate to our brand promise and communicate our brand personality traits:

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

NEW BRAND PROMISE

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



NOVA
CLASSICAL
ACADEMY™



Know Yourself. Know The World.

NOVA CLASSICAL
ACADEMY™





Know Yourself. Know The World.

**NOVA CLASSICAL
ACADEMY**



**EAGLE RIDGE
ACADEMY**



st.croixprep

PARNASSUS



PREPARATORY SCHOOL

Classical Schooling for the Art of Life



**Edina Public
Schools**

DEFINING EXCELLENCE



QUESTIONS

Brand Identity

