

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

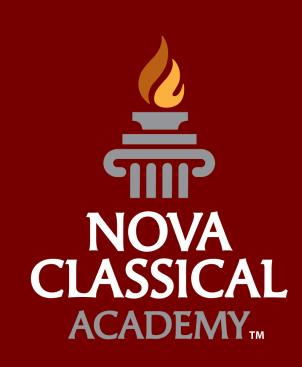
WHY WE CHOSE THIS MARK:

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.





















QUESTIONS

Brand Identity

