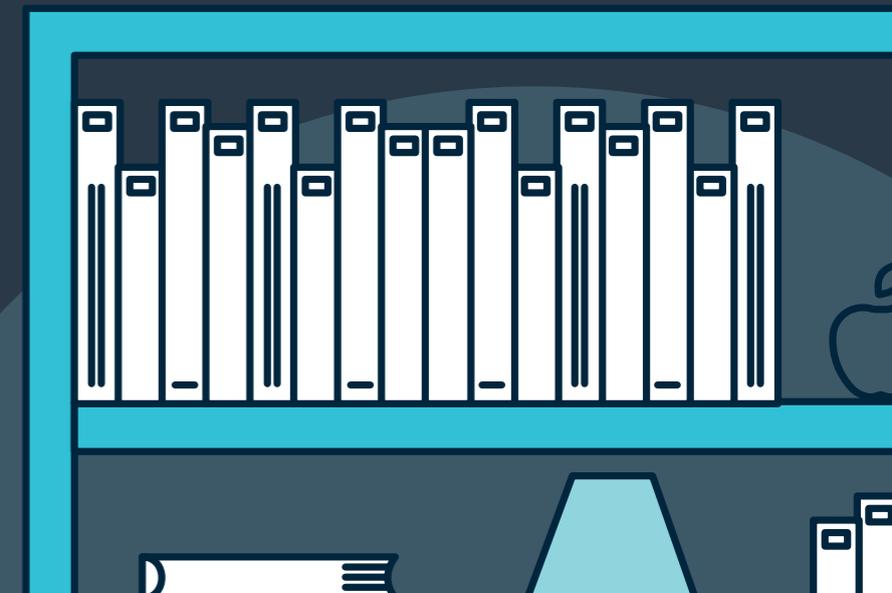


PROOF

**We craft purposeful, passionate
charter school brands.**

Charter schools are changing the education landscape in America.

In the last 20 years, **more than 6,000 new charter schools** have been introduced in 40 states nationwide.



Charter schools are born from the dream of offering a choice — an alternative to standard education options that meet the individual needs of students, enhancing their futures and the futures of their communities.

These ideals rely on your success in harnessing the components and story that support them.





Funding. Recruitment. Enrollment.

Securing quality funding, recruiting talented staff, and increasing enrollment present unique challenges. Money is hard to come by, talent is hard to attract and retain, and families are hard to convince.

How you tell your story can mean the difference between success, stagnancy, and failure for your school.

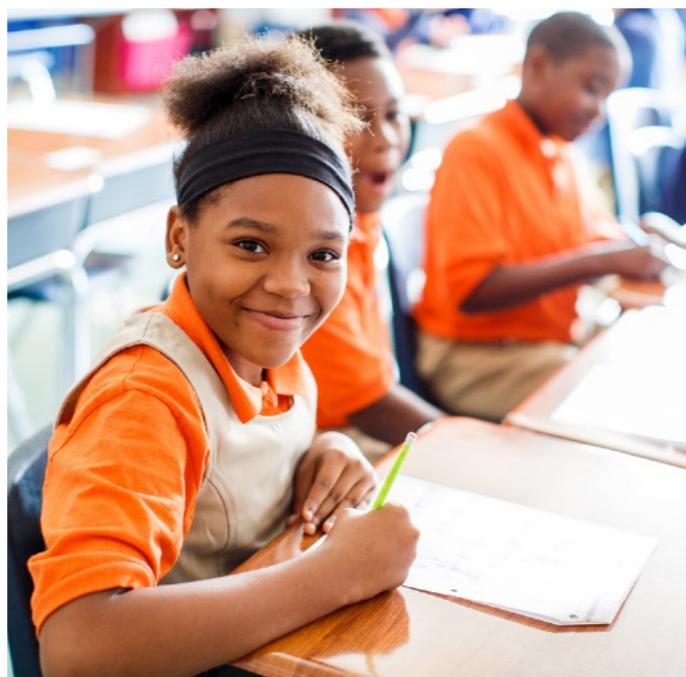


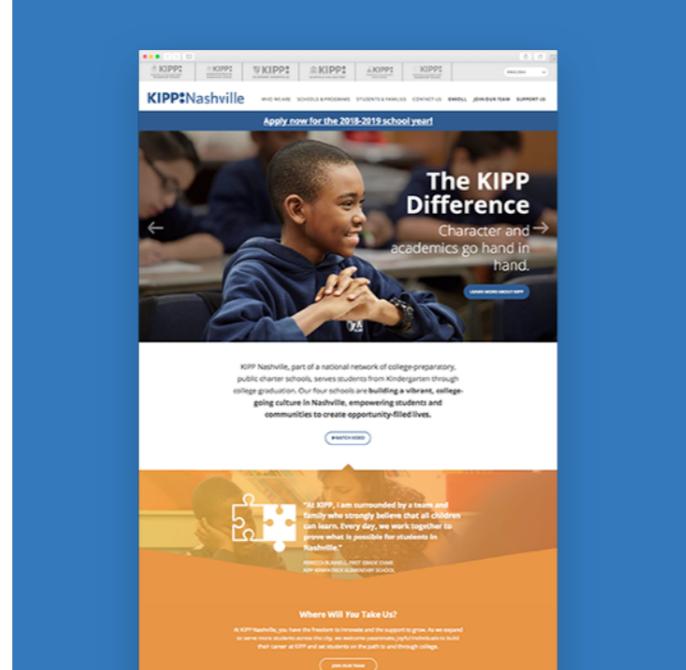


KIPP:

The Challenge:

Increase talent recruitment and enrollment through continued growth in “competitive” markets.





KIPP:



The Solution:

Establish consistency in look, feel, and most importantly message. **Tell a consistent story.**



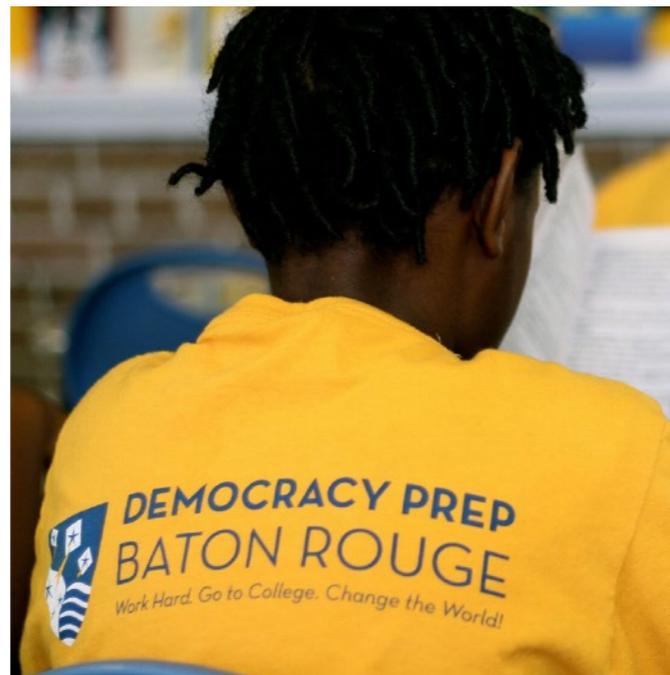


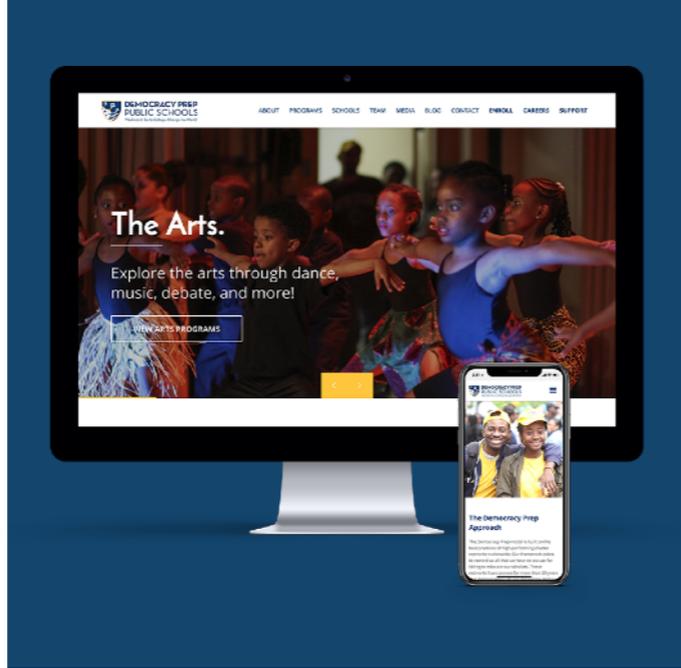
**DEMOCRACY PREP
PUBLIC SCHOOLS**

Work Hard. Go to College. Change the World!

The Challenge:

Develop a brand system under new leadership for rapid expansion.





**DEMOCRACY PREP
PUBLIC SCHOOLS**

Work Hard. Go to College. Change the World!

DEMOCRACY PREP
PUBLIC SCHOOLS



SECONDARY LOGO FONTS

FRESHMAN

DEMOCRACY
PREP

SPORTS
WORLD
TYPE



DEMOCRACY PREP
PUBLIC SCHOOLS

Work Hard. Go to College. Change the World!



The Solution:

Establish systems and processes
for brand development and naming
through growth into new markets.
Tell a consistent story.



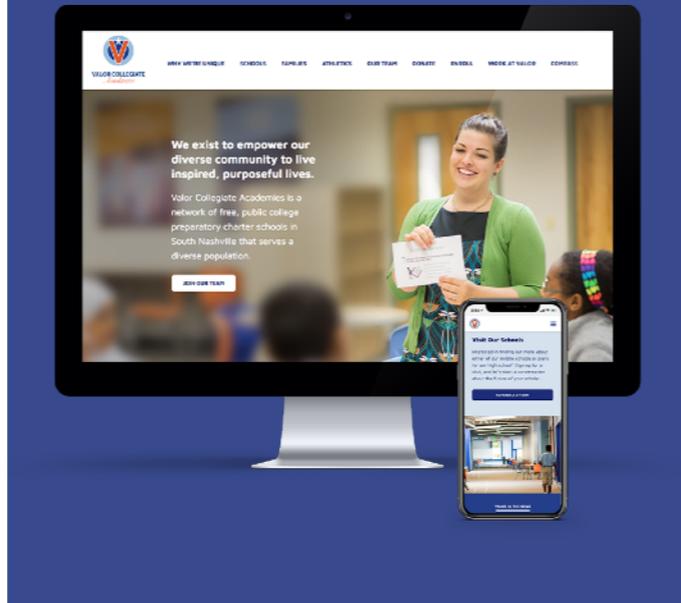


VALOR

The Challenge:

Build a brand from scratch
and establish recognition locally
and nation-wide.

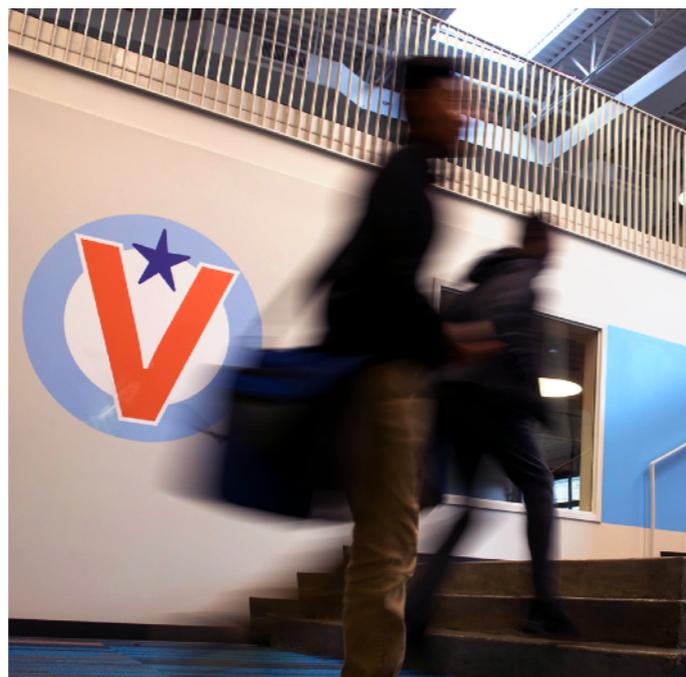
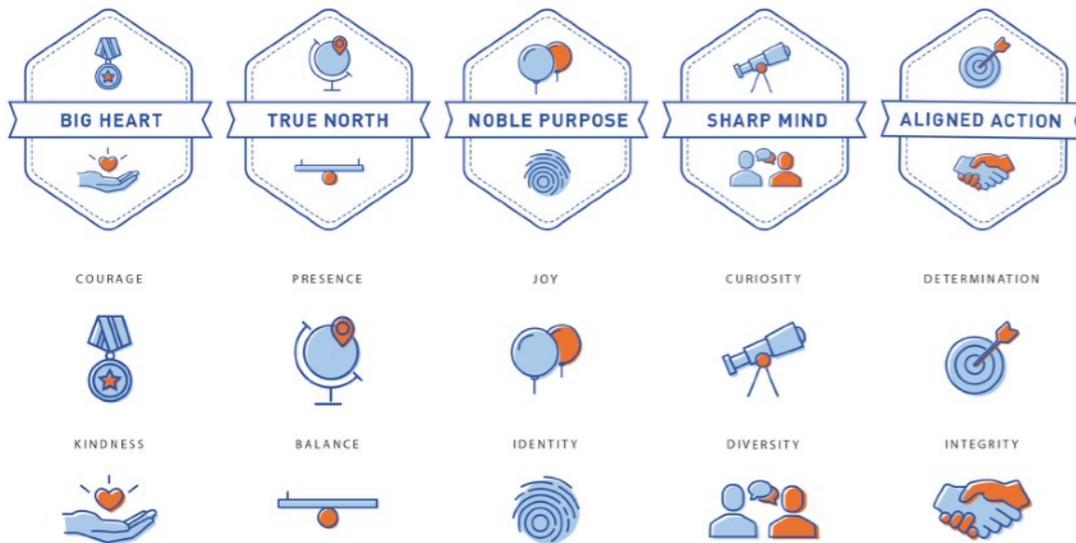




VALOR

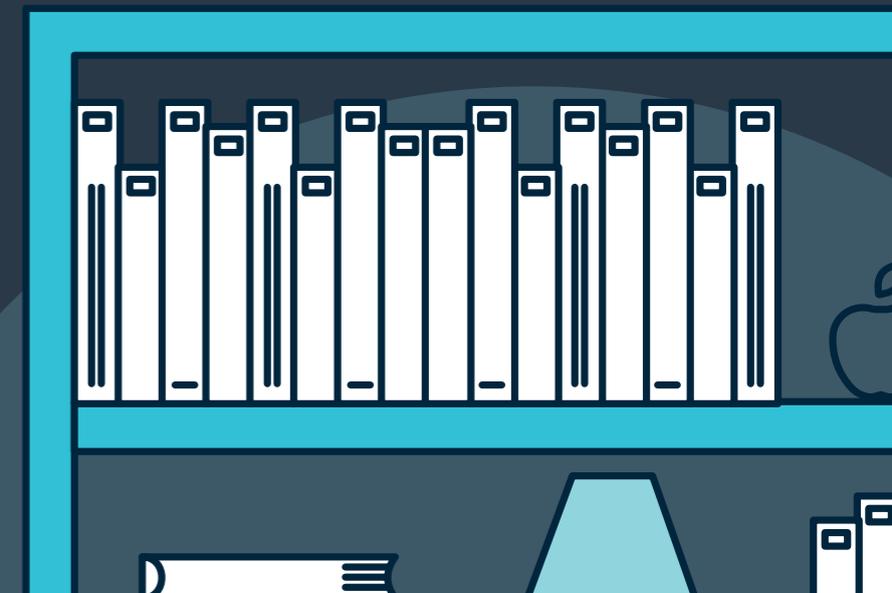
The Solution:

Develop comprehensive branding for the new network of schools, championing their unique mixed-income model. **Tell a consistent story.**



What is a brand?

“People don’t buy what you sell, they buy why you sell it.” — *Simon Sinek, Start With Why*



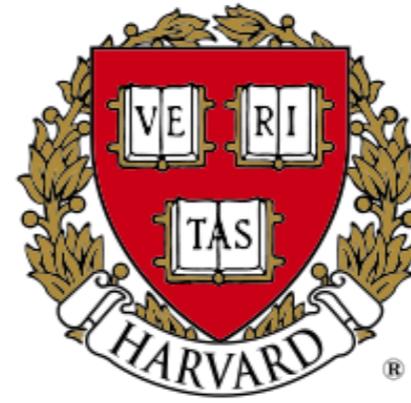
Your brand is a story.



“The real magic of your brand **is in the story you tell and how you invite your audience to be a part of it.** It’s in how you fill a void or answer a question better or differently than everyone else. It’s in the world you make possible for people.”

— *Alina Wheeler, Designing Brand Identity*

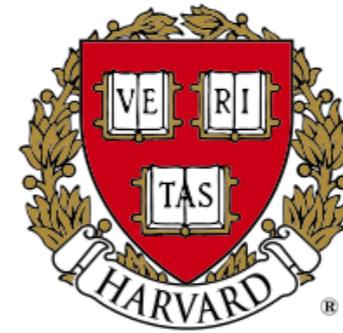
Every brand has a story.



Every brand has a story.



Accessible. Comfortable.
Expected. Third place.
Consistent. Global.



Legacy. History. Prestige.
Tenured. Best. Excellence.
Credible. Classic.



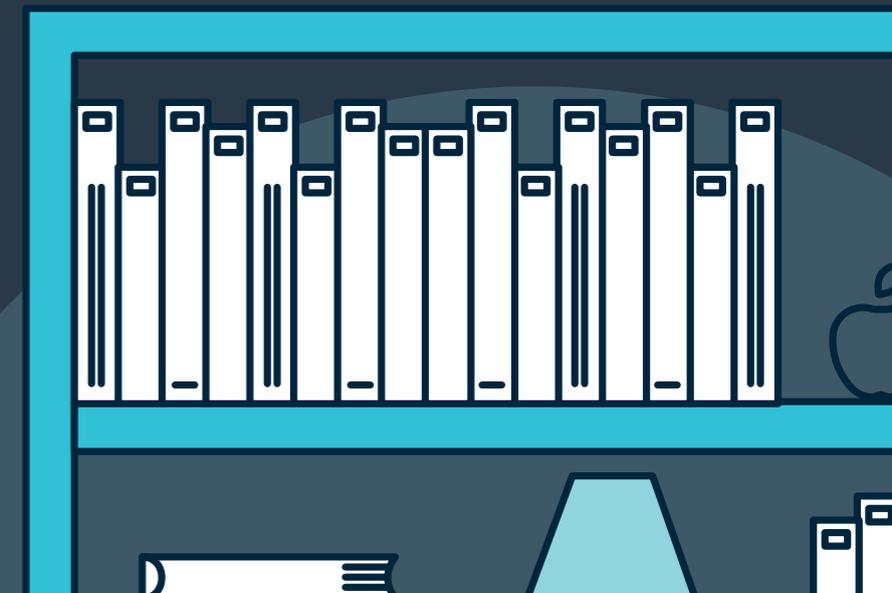
Inviting. Travel. New. Curious.
Warm. Welcoming. Vibrant.
Eclectic. House. Home.



Easy. Accessible. Possibility.
Current. Information. Smart.
Innovative. Savvy. Tech.

The *story* you tell.

What words do you use to define your brand's identity and personality?



Strong brands...

...are **consistent** at every touchpoint.

...are supported by **strong teams**.

...are **not** forced.

...**care** about their image.



Brand Declaration

Contribution

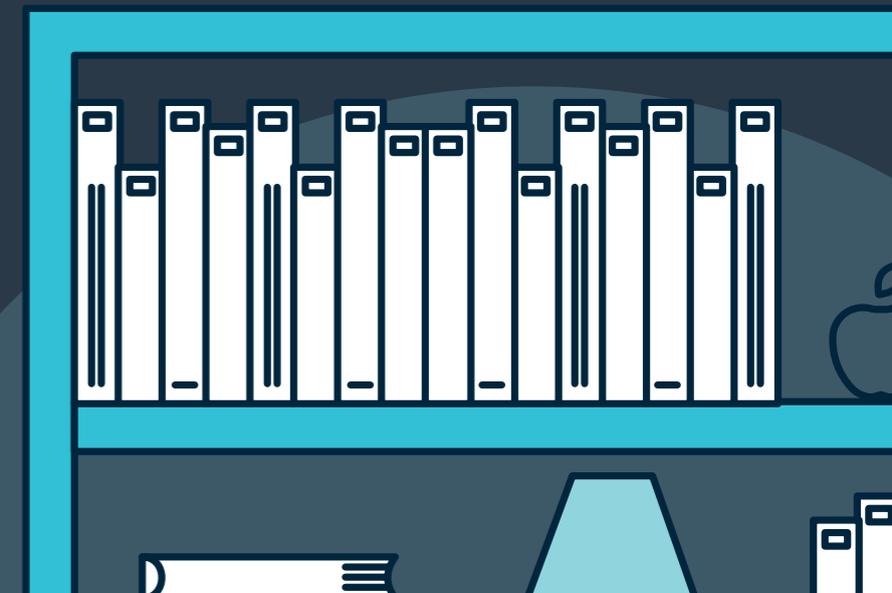
What you do. What you offer. What you provide.

Key Market

Who it's for. Your target audience. Your community.

Distinction

What makes you unique. What you do best.



Tennessee Charter School Center

TCSA services quality public charter schools by educating communities, empowering supporters, and promoting legislation to create an educational landscape of excellent options for all students.

Tennessee Charter School Center **(Contribution)**

TCSA services quality public charter schools by **educating communities, empowering supporters,** and **promoting legislation** to create an educational landscape of excellent options for all students.

Tennessee Charter School Center **(Key Market)**

TCSA services **quality public charter schools** by educating communities, empowering supporters, and promoting legislation to create an educational landscape of excellent options for all students.

Tennessee Charter School Center **(Distinction)**

TCSA services quality public charter schools by educating communities, empowering supporters, and promoting legislation to create an educational landscape of **excellent options for all students.**

NASA

NASA strives to understand and protect our home planet, to explore the Universe and search for life, and to inspire the next generation of explorers... as only NASA can.

NASA **(Contribution)**

NASA strives to **understand** and **protect** our home planet, to **explore** the Universe and search for life, and to **inspire** the next generation of explorers... as only NASA can.

NASA **(Key Market)**

NASA strives to understand and protect our home planet, to explore the Universe and search for life, and to inspire the **next generation of explorers**... as only NASA can.

NASA (**Distinction**)

NASA strives to understand and protect our home planet, to explore the Universe and search for life, and to inspire the next generation of explorers... **as only NASA can.**

Democracy Prep Public Schools

Democracy Prep Public Schools educates responsible citizen-scholars for success in the college of their choice and a life of active citizenship.

Democracy Prep Public Schools **(Contribution)**

Democracy Prep Public Schools **educates** responsible citizen-scholars for success in the college of their choice and a life of active citizenship.

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Brand Declaration

Contribution

What you do. What you offer. What you provide.

+

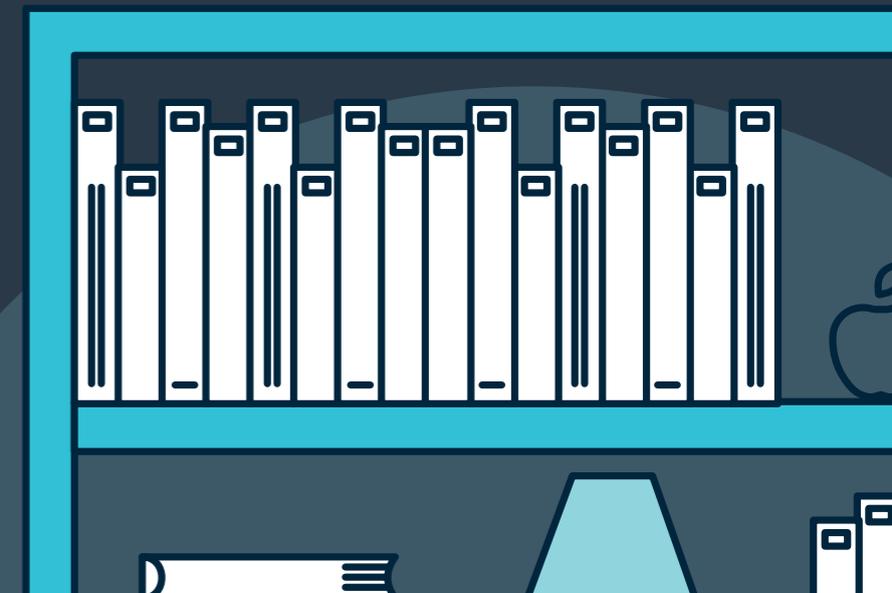
Key Market

Who it's for. Your target audience. Your community.

+

Distinction

What makes you unique. What you do best.



Questions to Ask

- + What do you love most about teaching?
- + **What is the most exciting part of your day?**
- + How did your school get started?
- + **What are the demographics of your school?**
- + What do your students love about learning?
- + **What is your school's impact on the community?**
- + What is a challenge your school is currently facing?
- + **How is your school/organization growing this year?**
- + What is something you're doing that no one else is?



“The real magic of your brand **is in the story you tell and how you invite your audience to be a part of it.** It’s in how you fill a void or answer a question better or differently than everyone else. It’s in the world you make possible for people.”

— *Alina Wheeler, Designing Brand Identity*

Your brand should...

...understand and embrace “**why**”.

...**consistently** tell an engaging story.

...put **community** before company.

...be **cohesive** across platforms.

...create an **experience** and evoke emotion.

...**invite** others to take ownership.



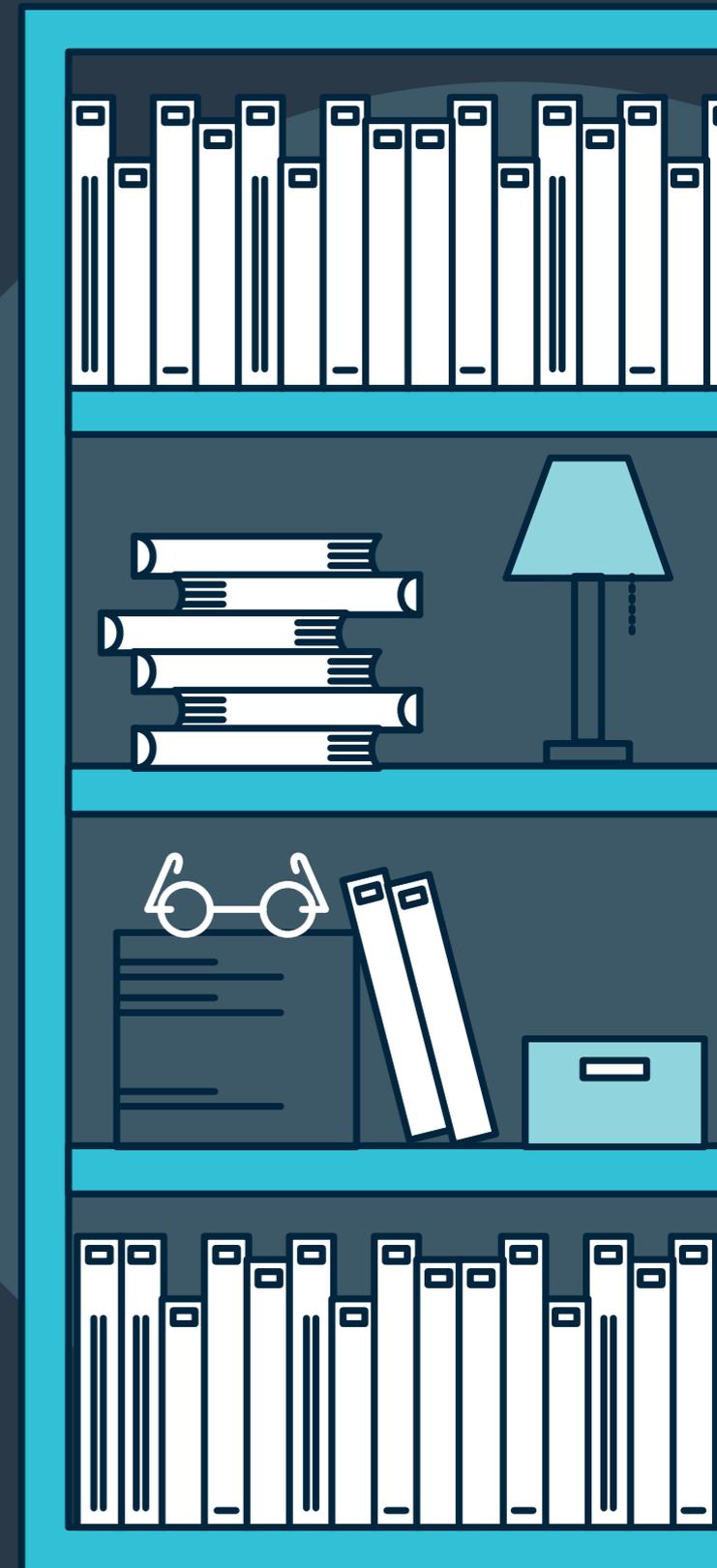
When everyone's on board:

- + Students become **more engaged scholars.**
- + Teachers become **more passionate educators.**
- + Parents become **more invested advocates.**
- + Staff become **more motivated leaders.**



You're ready!

You're ready to take the next steps with your brand to increase **funding**, **recruit** top-tier talent, and bolster **enrollment** through effective branding and storytelling.



PROOF

proofbranding.com/charters



Matt Chevront

matt@proofbranding.com

facebook/twitter/instagram — @mattchevy