
Brand Strategy for Nurse to Nurse Academy

FEBRUARY 2022

ccg
Cosmopolitan
Creative Group

Introduction

INTRODUCTION

What's next?

Thank you for participating in the Brand Strategy Workshop! We've taken the time to carefully comb through and refine each of the activities you participated in to solidify the foundation of the Nurse to Nurse Brand.

Please take time to review this brief thoroughly. In it you will find insights and decisions from the workshop, research we performed along with some proposals for the design direction as we prepare for the next phase in the process.

As you review, please make note of any questions that come up as well as feedback you'd like to share. We totally welcome and encourage candid and transparent feedback so that we can all live on the same page.

Happy reading! I hope it's everything you dreamed of.

-Marshaé

Brand Core

01.

Our Purpose

To provide simple study strategies that increase confidence and fuel the success that saves lives.

Contribution

- Blueprint for success
- Stress-relieving study and test taking strategies
- Reliable and trustworthy guidance

Impact

- Increased confidence and competence
- Strengthened guarantee of a successful career and life
- Development of more nurses who are ready and able to serve



BRAND CORE

Our Vision

A world where anyone with the heart of a nurse, can be a nurse.



Aspiration

- The go-to solution for study support for both students and school systems
- To develop a highly effective curriculum and framework
- To build a dynamic, close-knit community for nurses

Ideal

- A stress-free and guaranteed path to pass the NCLEX and become a nurse
- A world full of confident, competent nurses
- A world with a 100% NCLEX pass rate

BRAND CORE

Our Values

- **Heart**
The compassionate heart of a nurse
- **Unity**
Working together to save more lives
- **Confidence**
Belief in the ability to do hard things
- **Competence**
Developing the skills to serve successfully

Experience

We provide an experience that makes students feel valued and secure. Our curriculum is thorough, well-organized and engaging. Our experience makes hard things seem easy.



Feelings

We provide an experience that makes students feel valued and secure. Our curriculum is thorough, well-organized and engaging. Our experience makes hard things seem easy.

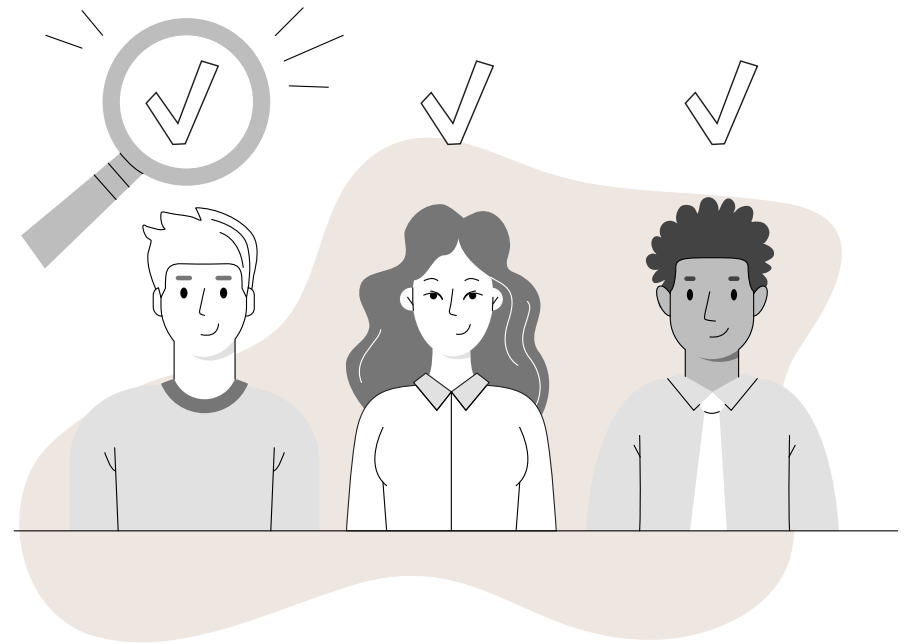
Brand Positioning

02.

BRAND POSITIONING

Our Audience

Nursing students in need of additional support, study strategies and skills to improve performance and prepare for the NCLEX



Goals

Their goal is to not only finish nursing school, but to pass the NCLEX and be able to practice nursing.

Desires

They desire organized support and comprehensive resources that help them feel confident, increases retention and improves their performance. They desire to reduce their stress levels, feel cared for and supported.

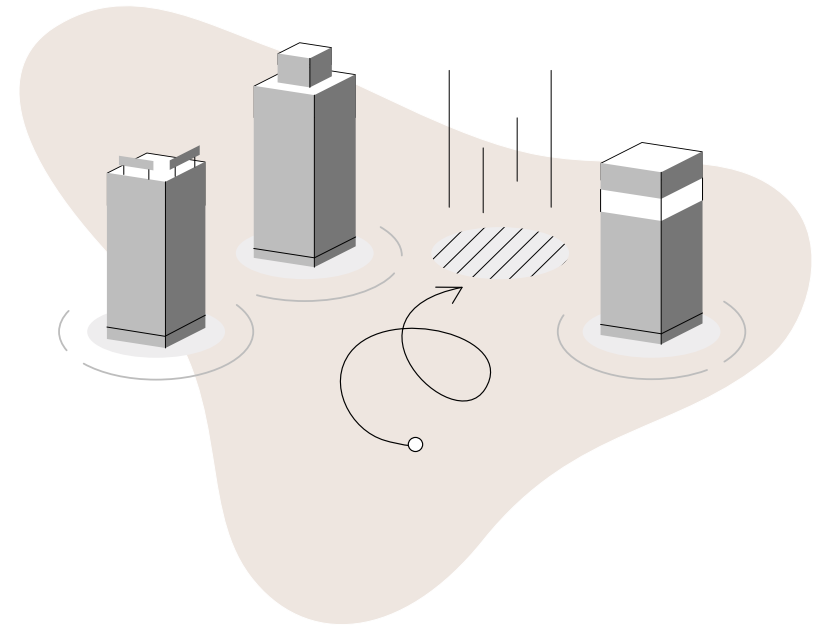
BRAND POSITIONING

Our Positioning

We help nursing students develop the study skills and habits needed to pass the NCLEX. Unlike more traditional resources, our solutions are practical and simple, yet strategically structured to deliver results.

Difference

Our curriculum is specifically tailored to the NCLEX exam and focuses on developing the skills necessary to pass. The experience and environment is less rigid than school making it more enjoyable and inspiring, yet still effective.



Benefit

Our approach ignites confidence and inspires success. The support provided helps students increase their chance of passing the NCLEX.

BRAND POSITIONING

Our Marketing Goals

To Do First *(easy to do, high impact)*

- Branding
- Word of Mouth Marketing
- Website

To Do Next *(difficult to do, high impact)*

- Social Media
- Lunch and Learns

To Plan for Later *(easy to do, low impact)*

- Blogs
- Promotional Items
- Videos
- Handing Out Flyers
- Email Marketing



Brand Persona

03.

BRAND PERSONA

Our Personality

We love wisdom and knowledge because they increase competence and confidence. We loathe misinformation and unadaptable systems because they fail to serve students and lead to discouragement.

ARCHETYPES:  **75% SAGE**  **25% CAREGIVER**



Drivers

We're driven by wisdom, expertise, service and gratitude

Fears

We fear ignorance, misinformation, neglect and blame

BRAND PERSONA

Our Voice

We're informative but we are not snarky, overly serious, or authoritative.

We're friendly and trendy, but we also remain grounded in strategy.

We aim for our audience to feel supported and cared for so our tone will also sometimes be nurturing and inspirational.



ARCHETYPES:



75% SAGE



25% CAREGIVER

Our Tagline

Problem solved.

Other Options

- Study simply
- Studying made simple
- Get the results you want
- Helping you pass the test
- The lifeline for nurses
- One and done



Mood Boards

04.

MOOD BOARDS

Defining Look + Feel

Considering the outlined strategy, we put together a collection of reference images that we think could be a good fit for Nurse to Nurse Academy.

The following images are not design concepts or proofs. They're borrowed work samples that help us communicate the different looks, feels and directions that we're proposing for the design your brand's identity.

We encourage you to dissect aspects of each theme and even point out attributes that you like or dislike in each option. You'll see questions and be able to share your feedback on these in the next phase of our project.

BRAND LOOK + FEEL

21st Century Retro

- Organic, fluid shapes (symbolic of biology)
- Color Gradients
- Laid back lowercase text
- Chunky, rounded, sans serif fonts
- Vibrant photography

See examples on following pages

BRAND LOOK + FEEL: 21st Century Retro



BRAND LOOK + FEEL: 21st Century Retro

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Biggest Online Learning Platform

Mark Philips Teacher

FOLLOWS 423 FOLLOWING 102

20

Master Skill Performance

World's largest learning platform

Design & UX Input & Interaction Basic HTML Add



The Best Online Course



You'll Find



online classroom is an environment created through use of a learning management system that allows.

Get Started



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BRAND LOOK + FEEL: 21st Century Retro



BRAND LOOK + FEEL

The Cool School

- An updated look to traditional school/university branding
- Minimalistic with clean lines and shapes
- Laid back font, serif or sans serif
- Accent text to bring in more youthful, cool vibe
- Bright, clean photography

See examples on following pages

Intrinio Products Solutions Resources Sign In **Sign up**

Intrinio Academic

Cutting-edge financial data & tools for universities

Get Started

HARVARD BUSINESS SCHOOL Stanford University Caltech
PRINCETON UNIVERSITY UNIVERSITY OF SOUTH FLORIDA

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Congratulation
Your admission completed

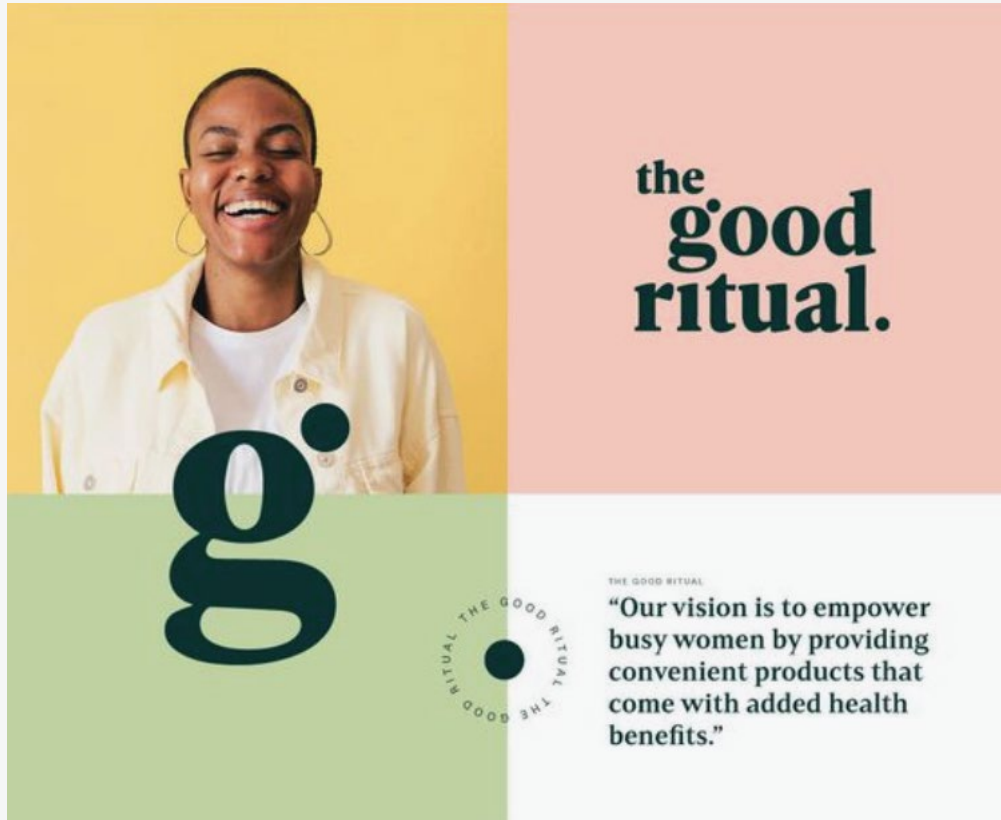
Skills

250+
Total Courses

300+
Total Instructor

35k+
Total Students

42k+
Total Seat



Here our focus is on font inspo. Pictured in both is a chunky modern serif font that may work well with “The Cool School” theme.

THE GOOD RITUAL
“Our vision is to empower busy women by providing convenient products that come with added health benefits.”



BRAND LOOK + FEEL

Authentic Academy

- Tried and true authentic academy aesthetic
- Traditional serif font
- Crest or emblem-style logo
- Bright, clean photography

What we'd want to do: since our brand's strategy involves having an essence that doesn't feel like school, we'd want to be mindful with this approach and update the traditional Academy aesthetic to have a less rigid undercurrent

See examples on following pages

BRAND LOOK + FEEL: Authentic Academy



BRAND LOOK + FEEL: Authentic Academy



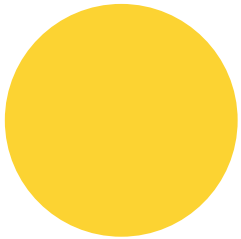
Credit: Jose Augusto Hykavy

BRAND LOOK + FEEL

Color Palettes

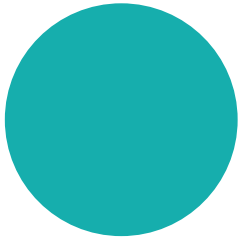
And last, but not least...on the following page you'll find 3 proposed color palettes with details explaining the color psychology behind each hue.

BRAND LOOK + FEEL: Color Palettes



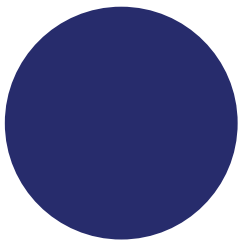
YELLOW

The color of sunshine and sunflowers, yellow is optimistic, playful, and happy. It can also be associated with mental clarity and intellect.



TEAL

Combines the calming properties of blue with the renewal qualities of green. It is a revitalizing and rejuvenating color that also represents open communication and clarity of thought.

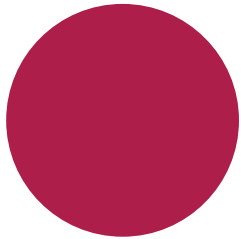


MIDNIGHT BLUE

Projects confidence, strength, trustworthiness and reliability. Dark shades of blue in particular are linked with authority and intelligence

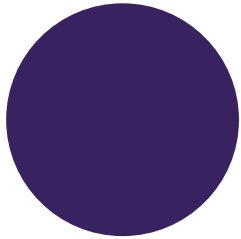
Credit: Canva Color Meanings

BRAND LOOK + FEEL: Color Palettes



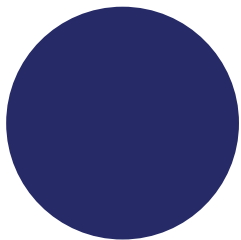
BURGUNDY

It is more sophisticated than true red, symbolizing ambition, wealth, and power.



PURPLE

Balances red's stimulation and blue's calming properties. Traditionally associated with royalty and majesty. However, for us, we're relying on it to represent the colors of the heart (red heart, bluish/purple veins, etc.)

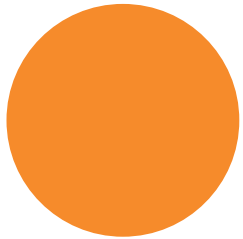


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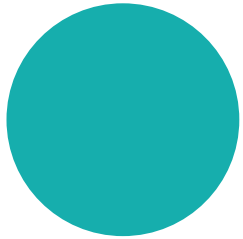
Credit: Canva Color Meanings

BRAND LOOK + FEEL: Color Palettes



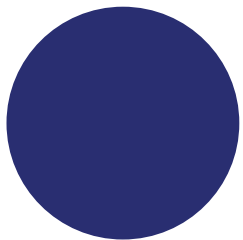
ORANGE

A fresh and creative color with the warmth of red and the optimism of yellow. Communicates activity and energy, encourages socialization. Orange looks and feels fresh and healthy and because it is easy to see it is used to catch attention and signal safety.



TEAL

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Designed with ♥ from the Queen City