



A New Brand Identity for NVUSD

Presentation to the NVUSD Board of Education

Dr. Rosanna Mucetti

Superintendent

April 23, 2020

NVUSD Strategic Plan Goal Alignment

Strategic Plan Goal #3: Robust Communication,
Community Engagement and Advocacy

Strategic Plan Goal #4: Tactical, Proactive and Efficient
Asset Management



A New Brand Identity for NVUSD

With a strong vision, mission and our 2019-2022 strategic plan in place, it's the right time to signal a new era for the Napa Valley Unified School District. It's critical we market NVUSD and tell our story in a more compelling way against the backdrop of declining enrollment and budget challenges.

Our Goal: Create a fresh, more impactful brand identity for NVUSD that will tell our story in a more compelling way

NVUSD: More than a Logo

From:



To:

- A fresh identity that speaks to who we are and what we do
- A logo that represents education and our strong community
- A way to evoke better storytelling and marketing to showcase the positive educational opportunities at NVUSD
- Visuals that signal NVUSD's new direction, with new leadership, a new strategic plan, and new branding.

Process

- Formation of AdHoc Branding Working Group of teachers, parents, NVUSD staff, administrators and BoE Trustees from across the district (4 meetings over 3 months)
- Determined key values, discussed strengths and weaknesses, conducted persona exercises to zero in on target audiences and explored visual representations of other school district logos
- Engaged NVUSD employees and parents through a branding survey and in-person meetings

Timeline

2019

2020

Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Brand Identity project launch	Establish ad hoc branding committee	Feedback meetings	Logo/Identity exploration	Preliminary designs	Design work	Hone design options and gather community feedback	Finalize designs	Approve and Launch new NVUSD identity
	Brand Ad hoc committee Meeting #1	Brand Ad hoc committee Mtgs #2 & #3	Branding design firm work and input	Board Sub-Committee Design Reviews		- Ad hoc brand committee #4 - Online survey - Parent Advis. Group input - Coffee w/Supe parent event		Board Vote
								Explore Color Options

Strategy Session Takeaways

NVUSD is about opportunity for all. We are a diverse yet inclusive community that brings a rich collection of thinking, passions and talent. Together we are stronger.

NVUSD is about community. We value tradition and are very proud of our deep roots. We have a long history where many generations attended our schools. Relationships and partnerships are critical in doing the best we can for students.

NVUSD is about lifelong learning. Everyday we bring the joy of learning to our students for their success today and for the future. From academic excellence to socio-emotional learning to critical thinking skills and real-world problem solving, we are preparing a new generation of contributors to society at large.

NVUSD is about purpose. We bring excellence and innovation to NVUSD through our passion for teaching and fierce dedication to bringing quality education to our students.

Takeaways from Logo Discussion

We had robust conversations about depicting a "sense of place" in the logo but not too overt.

The idea of "growth" and "cultivation" is an important aspect of what we do for students.

NVUSD is a tight-knit community where tradition and roots are very important.

We need a nod to education/learning.

Strong agreement on positives

Prefer round logos

Education and sense of place (not grapes/wine)

Strong agreement on negatives

No "clip art" looking logos



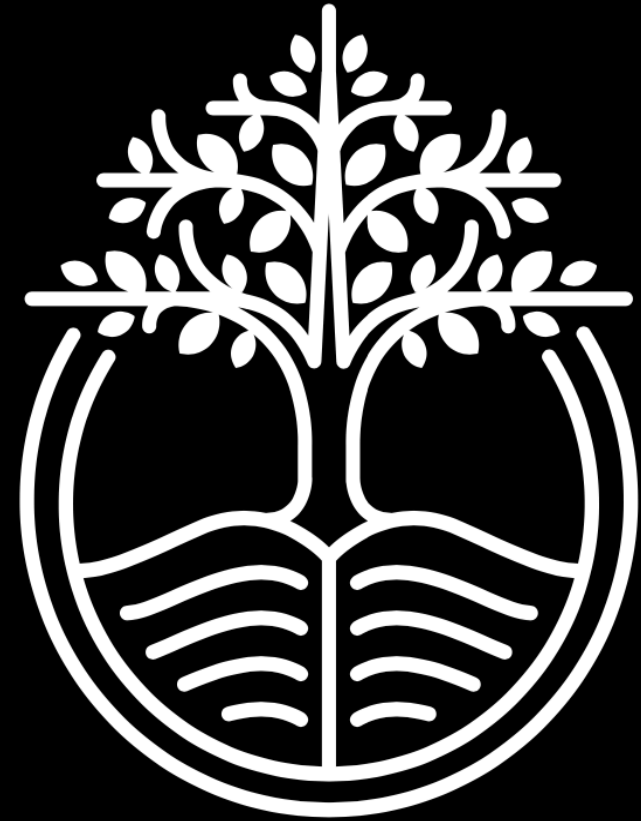
NVUSD

NAPA VALLEY UNIFIED SCHOOL DISTRICT



NVUSD

NAPA VALLEY UNIFIED SCHOOL DISTRICT



NVUSD

NAPA VALLEY UNIFIED SCHOOL DISTRICT



NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD.CA.SCHOOLLOOP.COM

NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD.CA.SCHOOLLOOP.COM



NVUSD

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD.CA.SCHOOLLOOP.COM



NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT



NVUSD.CA.SCHOOLLOOP.COM

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588



NVUSD.CA.SCHOOLLOOP.COM

FIRST AND LAST NAME
Position

communications@nvusd.org
(707) 253-3715
NAPA VALLEY UNIFIED SCHOOL DISTRICT
2425 Jefferson Street
Napa, California 94588





NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT



NVUSD
NAPA VALLEY UNIFIED SCHOOL DISTRICT

NVUSD-CA.SCHOOLLOOP.com
communications@nvusd.org
(707)253-3715

