

What is a brand?

It is a company's most valuable intangible asset, often transcending the equity of tangibles such as real estate, financial holdings or products. The brand embodies the company's personality. A strong brand enables an organization to forge alliances, expand into new opportunities, weather difficulties, and generate loyalty with both partners and employees. It's the big idea.

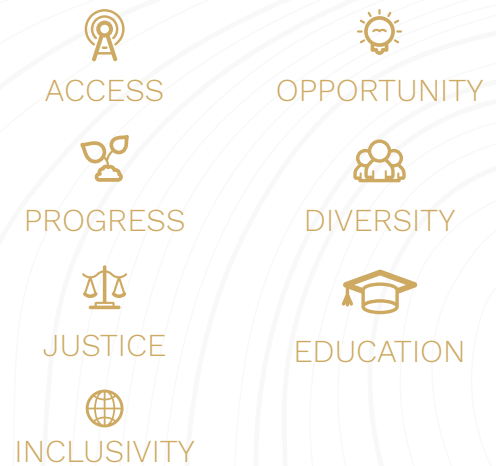
Your brand is what other people say about you when you're not in the room.

TrueNorth is committed to building on the legacy of NSSED by evolving the mission and vision for the organizations future.

MISSION
Committed to the possibilities in **every learner, every day.**

VISION
TrueNorth is a **national leader** and highly valued partner with a courageous commitment to **inclusive communities** that equally value all people and inspire them to be active participants in our world.

Our brand is grounded in our core values



Starting with our WHY

WHY we do what we do

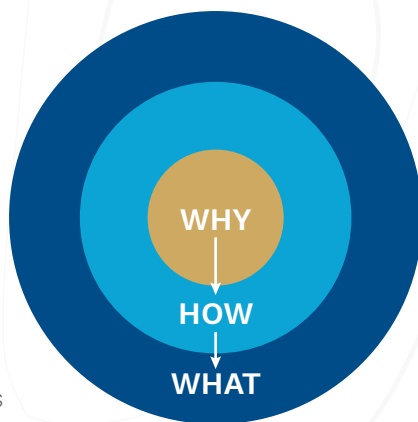
- > Mission/Vision
- > Philosophy/Values
- > NSSED History

HOW we do it

- > Student centered
- > Strategic Plan

WHAT we do

- > Inclusive education
- > Tailored student journeys



Anatomy of our new name and brand

