

BRAND VISION

YEAR ULTIMATE GOAL 10 THE

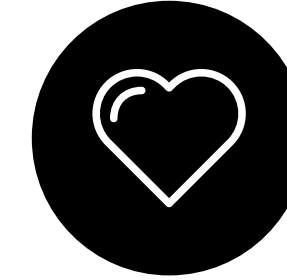
To become the leading STEM field programme in the UAE for parents, kids, and corporations alike



BRAND MISSION

WHAT WE DO TO ACHIEVE OUR GOALS

We inspire, we teach, we grow, and we build on the interests you already have



BRAND PURPOSE

WHY DO WE EXIST

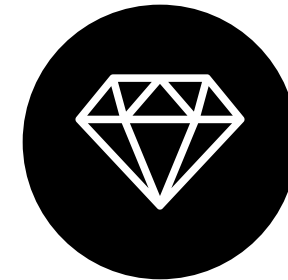
We seef Through specialised courses that anyone can learn from regardless of age. Because knowledge has no age. And the future has endless possibilities. And if you're alive, you're on your way there anyway



BRAND POSITION

THE SPACE WE WANT TO OWN

'Changing the world while doing what you love isn't 'child's play



BRAND PROPOSITION

THE BENEFIT TO THE CUSTOMER

After taking the course, you have a certificate proving your dedication to the craft, and the experience and guidance needed to succeed in your dream career



BRAND PROMISE

WHAT WE GUARANTEE

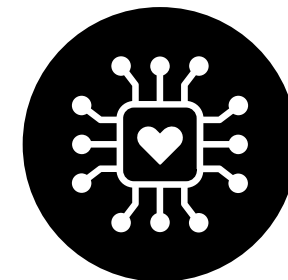
To make education available to every class, group, gender, and race, and in a way that will make the future more inclusive and will ensure a workforce ready to tackle anything the future throws at us



BRAND ARCHETYPE

OUR PERSONALITY

The Creator / The Magician / The Explorer



BRAND VALUES

OUR CORE

Leadership, Accountability, Aspirational, Curiosity, Inclusivity



BRAND TONE

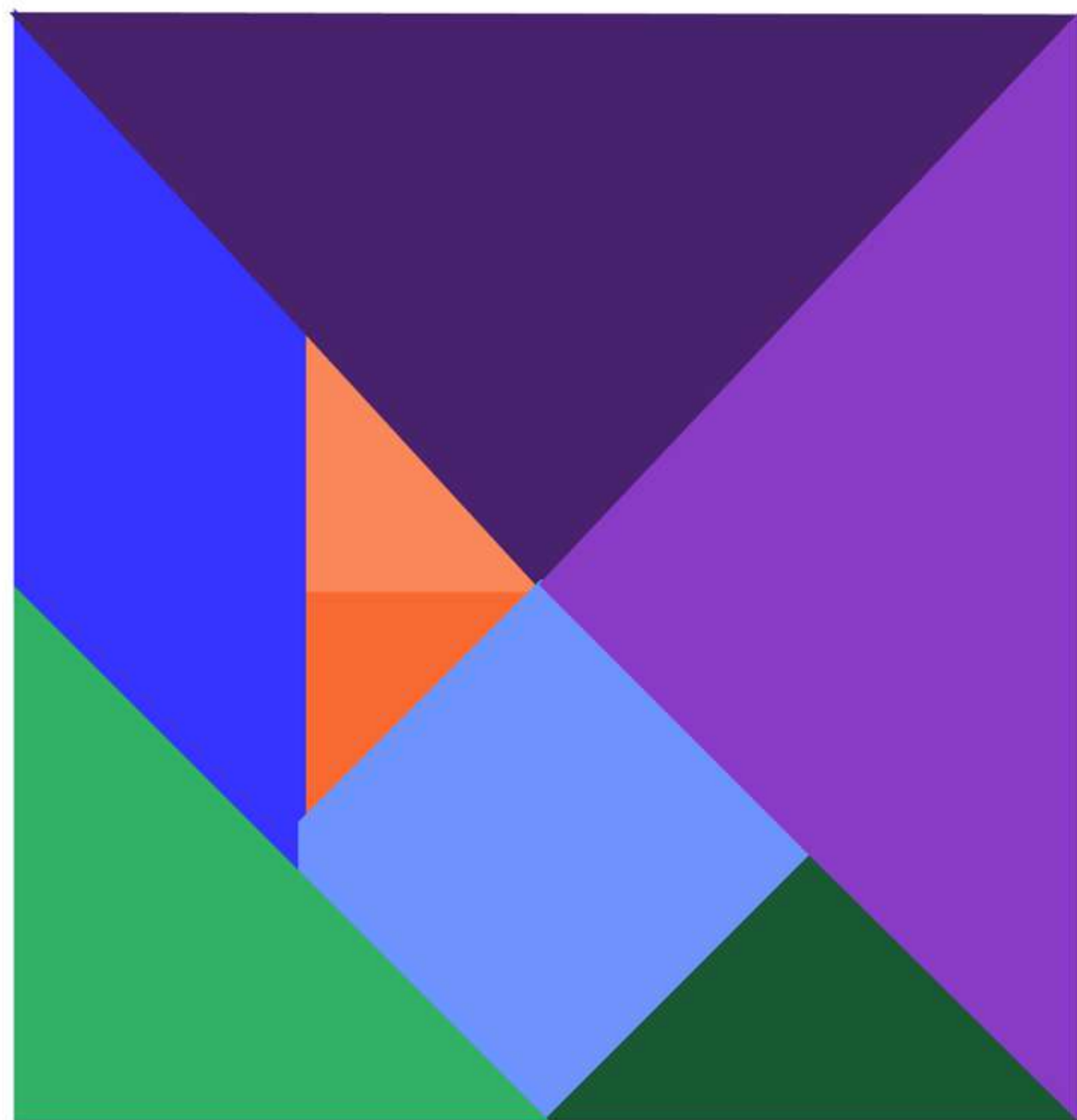
HOW DO WE COMMUNICATE

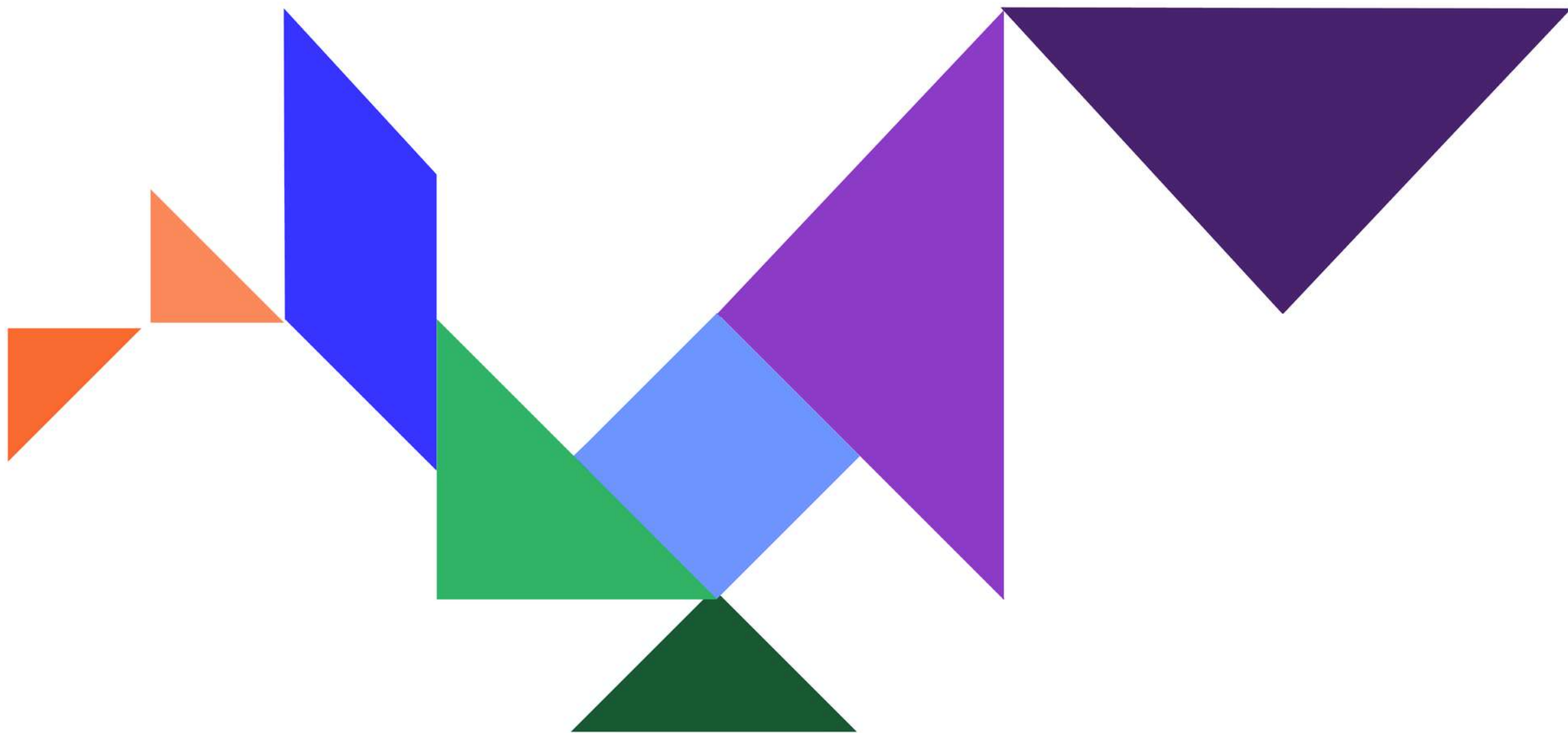
Knowledgeable, Guiding, Empathetic, Inspiring

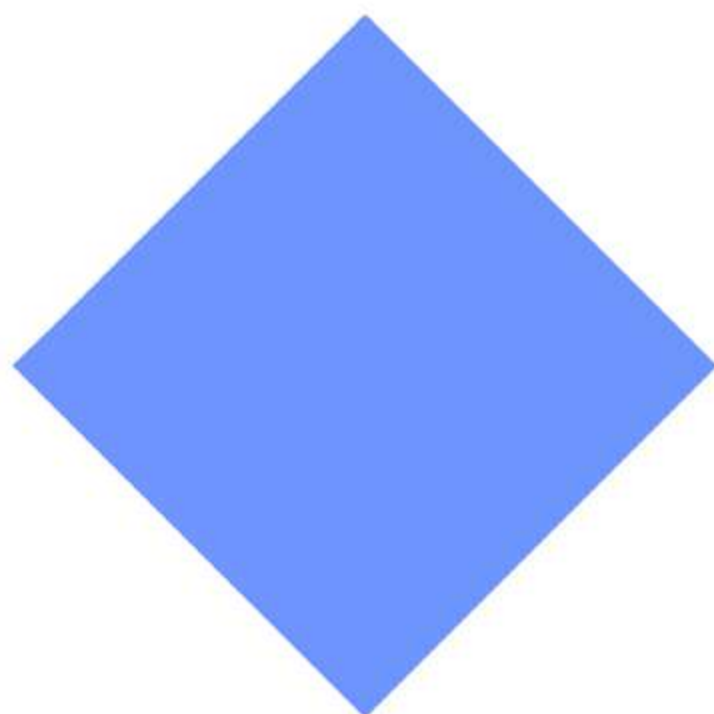
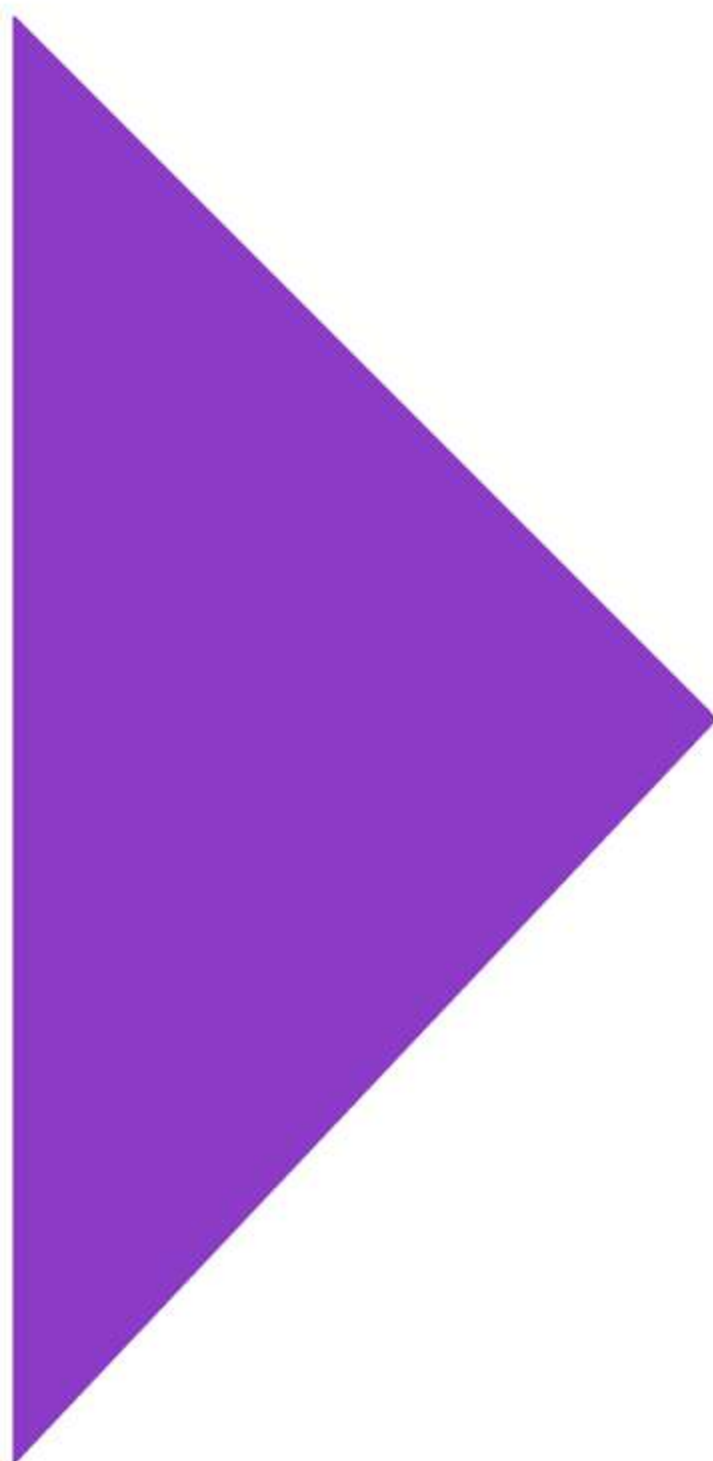
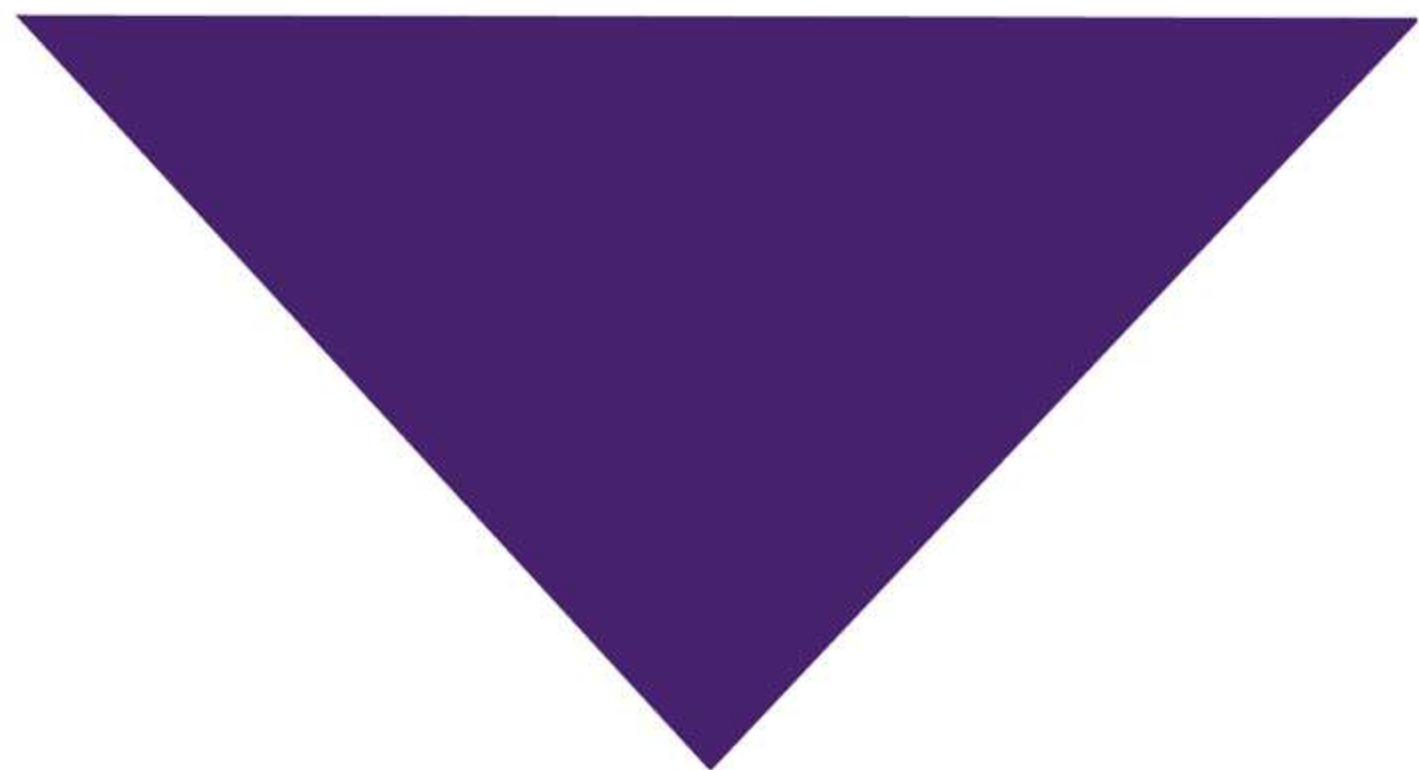
**SELECTED
LOGO**

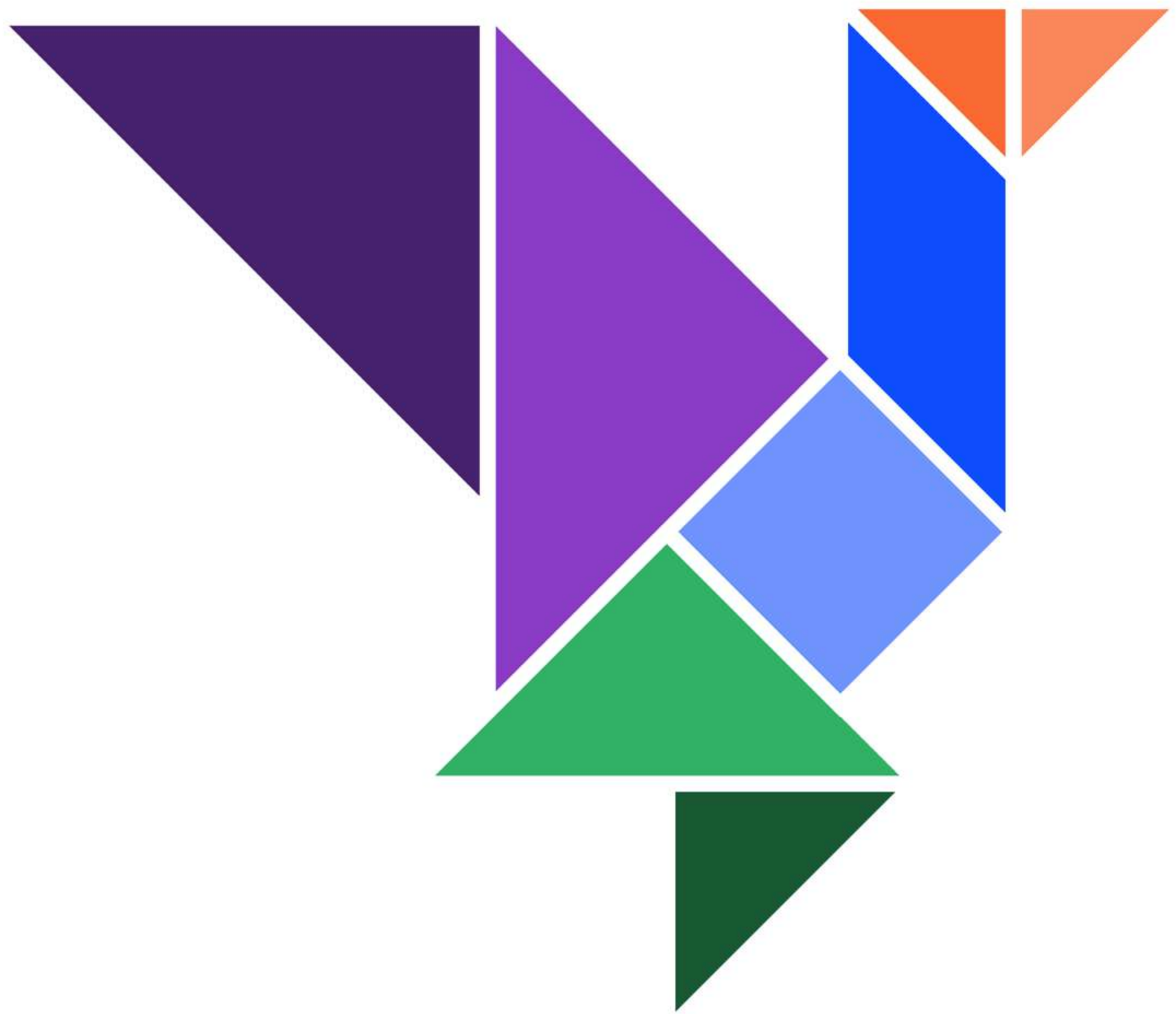
OUR THINKING

This identity is based on the notion that creativity and learning are constantly evolving. One person may stare at a blank piece of paper and create a drawing on it; someone else may fold it into an origami figure. Similar to this notion, every child is different, and so are their interests and talents. The Pure Minds Academy knows this and helps children bloom into what they are destined to be. Bright colours convey youth's vibrance with simple shapes combined to form just about anything you can imagine.

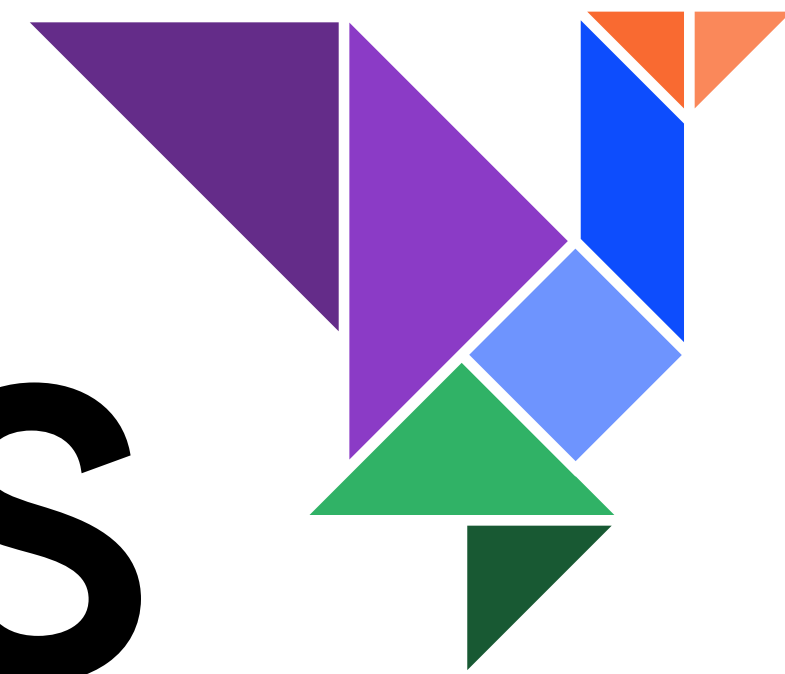








PURE MINDS ACADEMY





BLACK

ORANGE

GREEN

LIGHT ORANGE

LIGHT GREEN

PURPLE

BLUE

LIGHT PURPLE

LIGHT BLUE

TYPOGRAPHY

PRIMARY FONT

Rozanova

BOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ

SECONDARY FONT

Filson

REGULAR

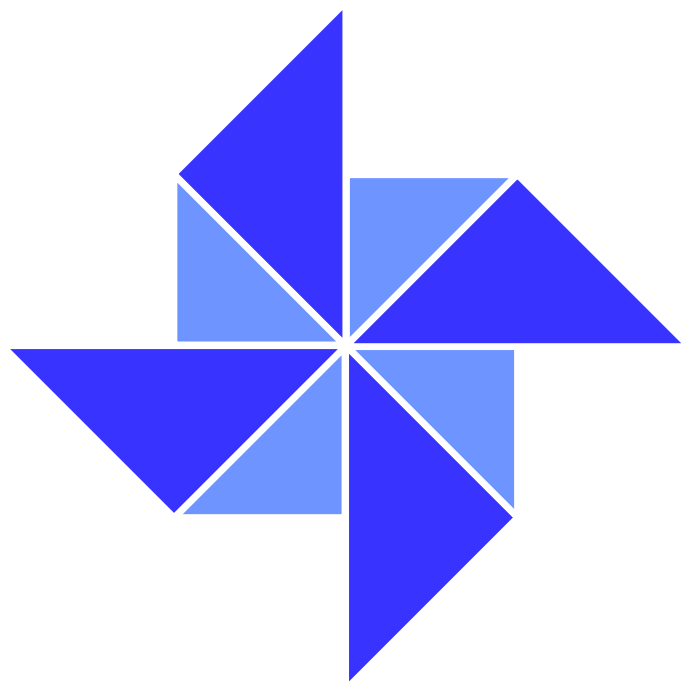
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Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12356789

Italic

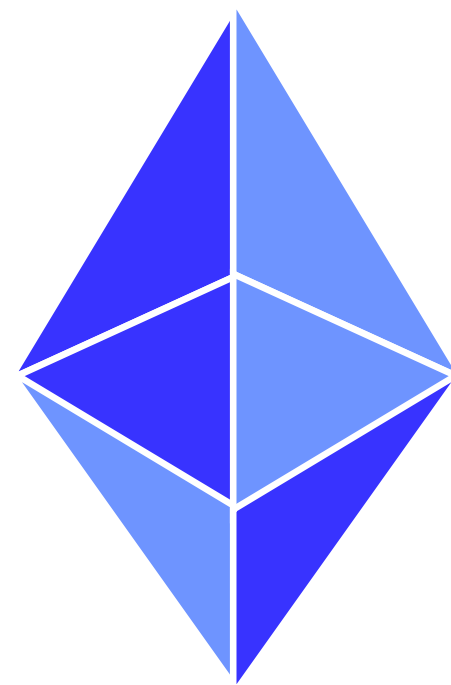
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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BOLD

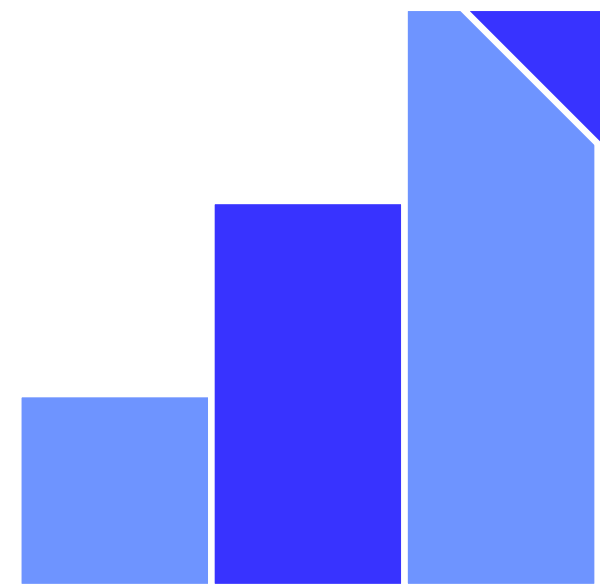
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Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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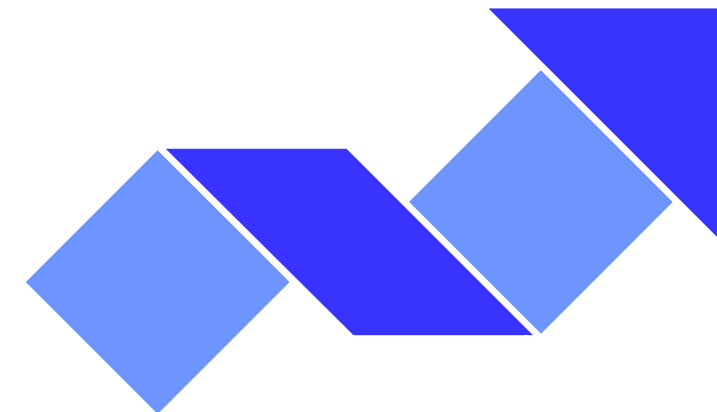
Stem



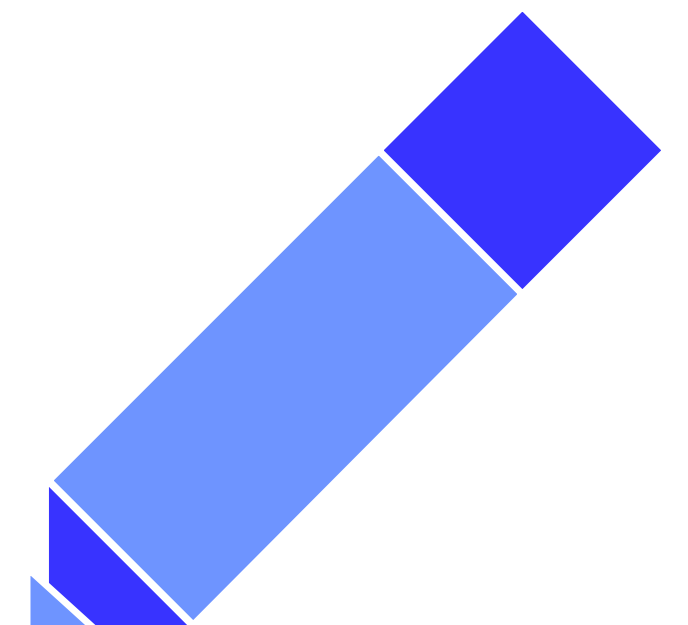
Crypto



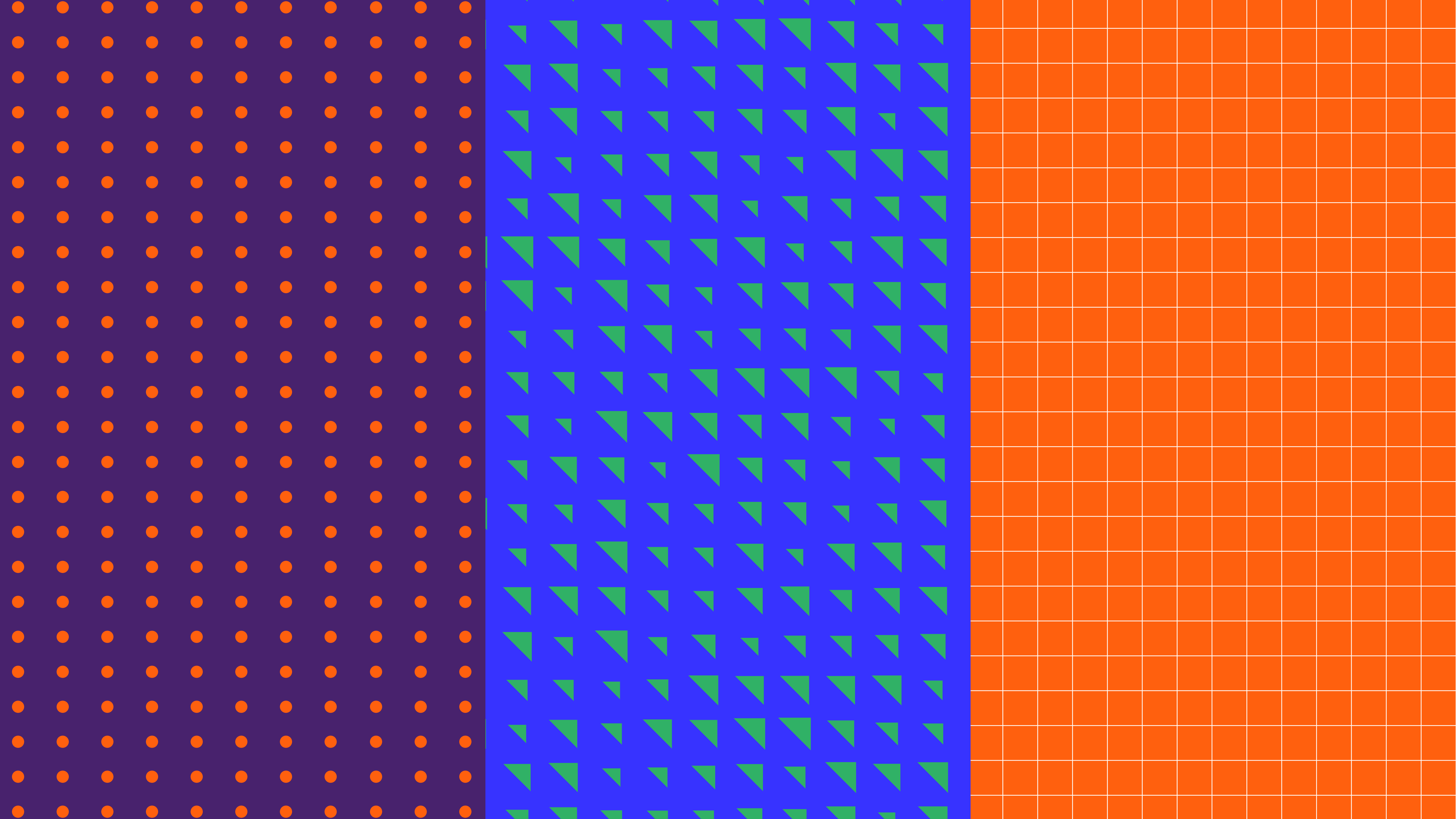
Business



Finance



Design





The greatness
of the future
depends on
passion &
innovation



Accountable,
aspirational
& curious
leaders





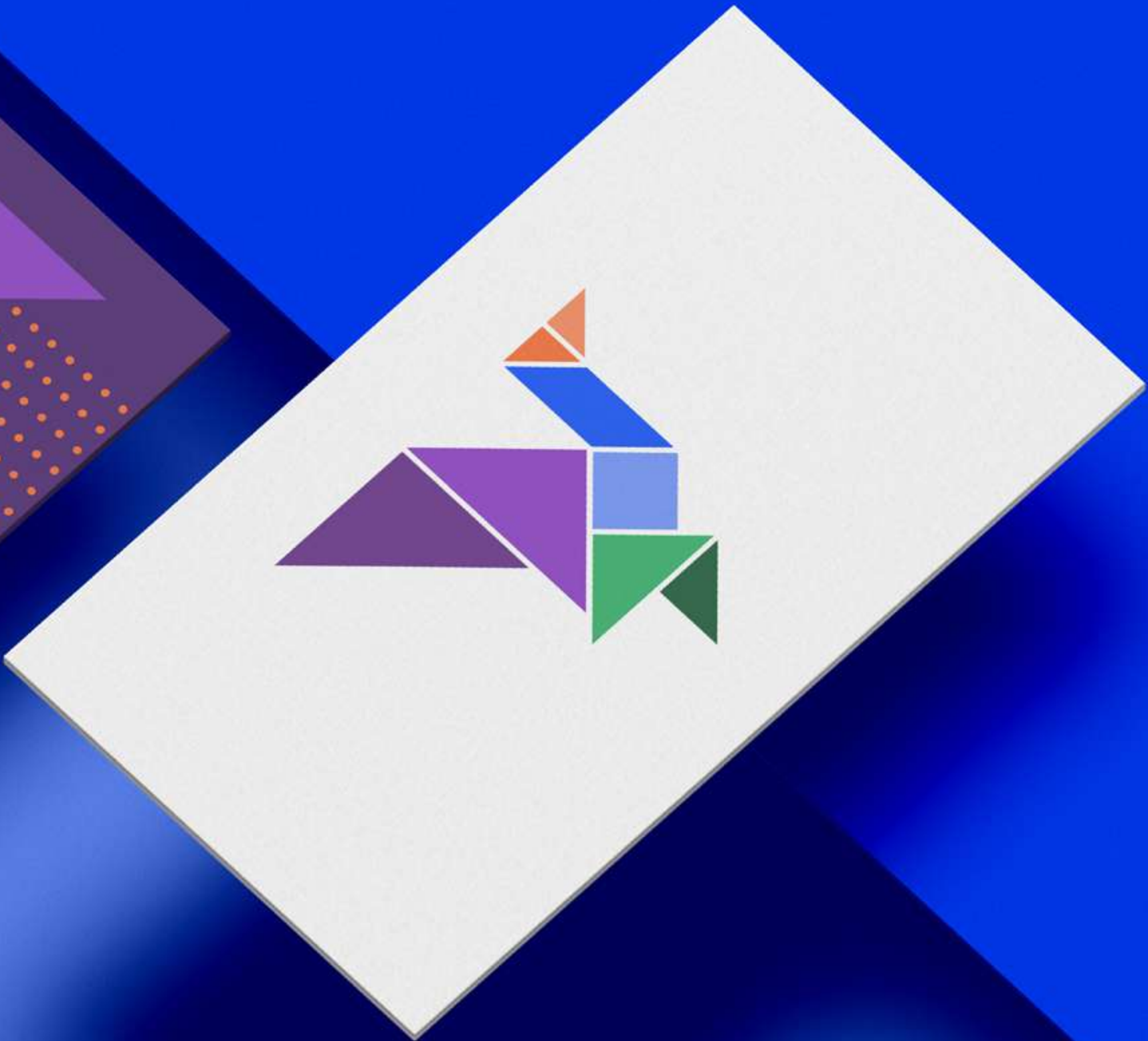
We
build the
minds of
tomorrow,
today.

Changing the
world while doing
what you love isn't
'child's play'

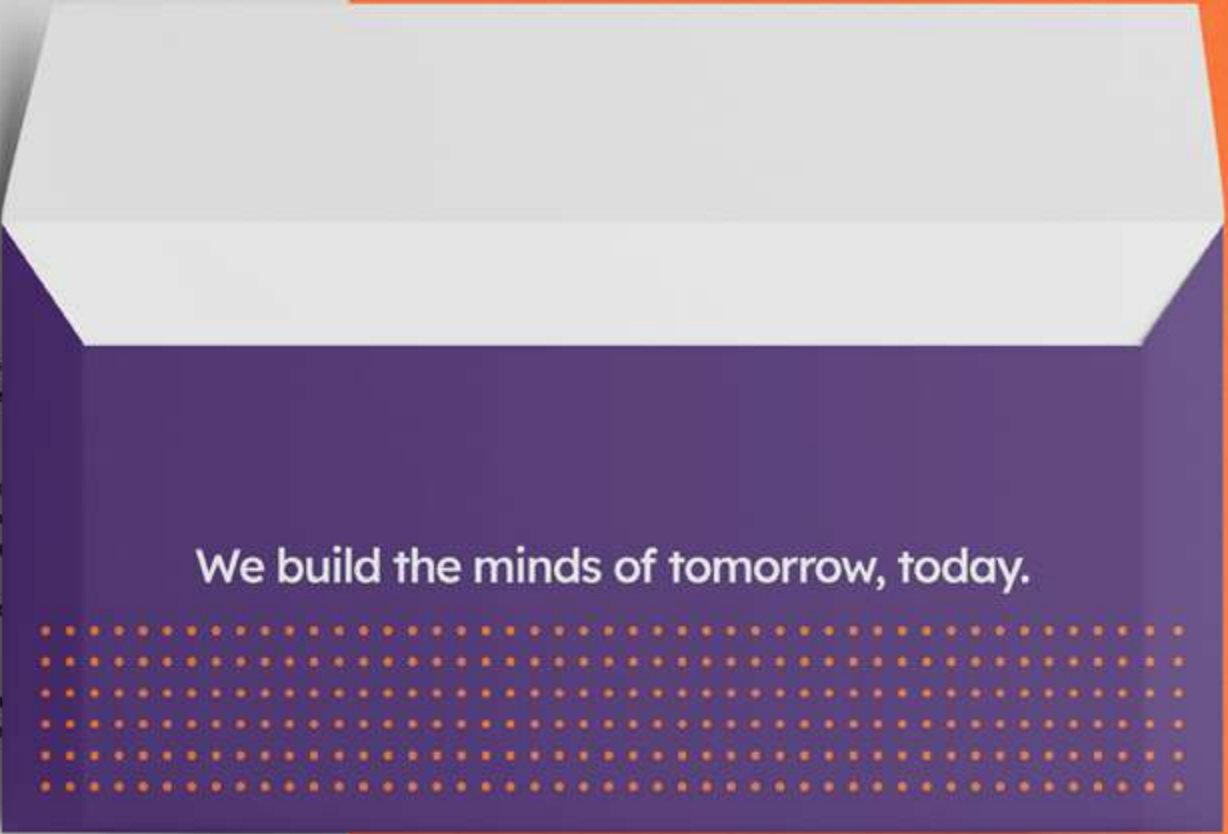
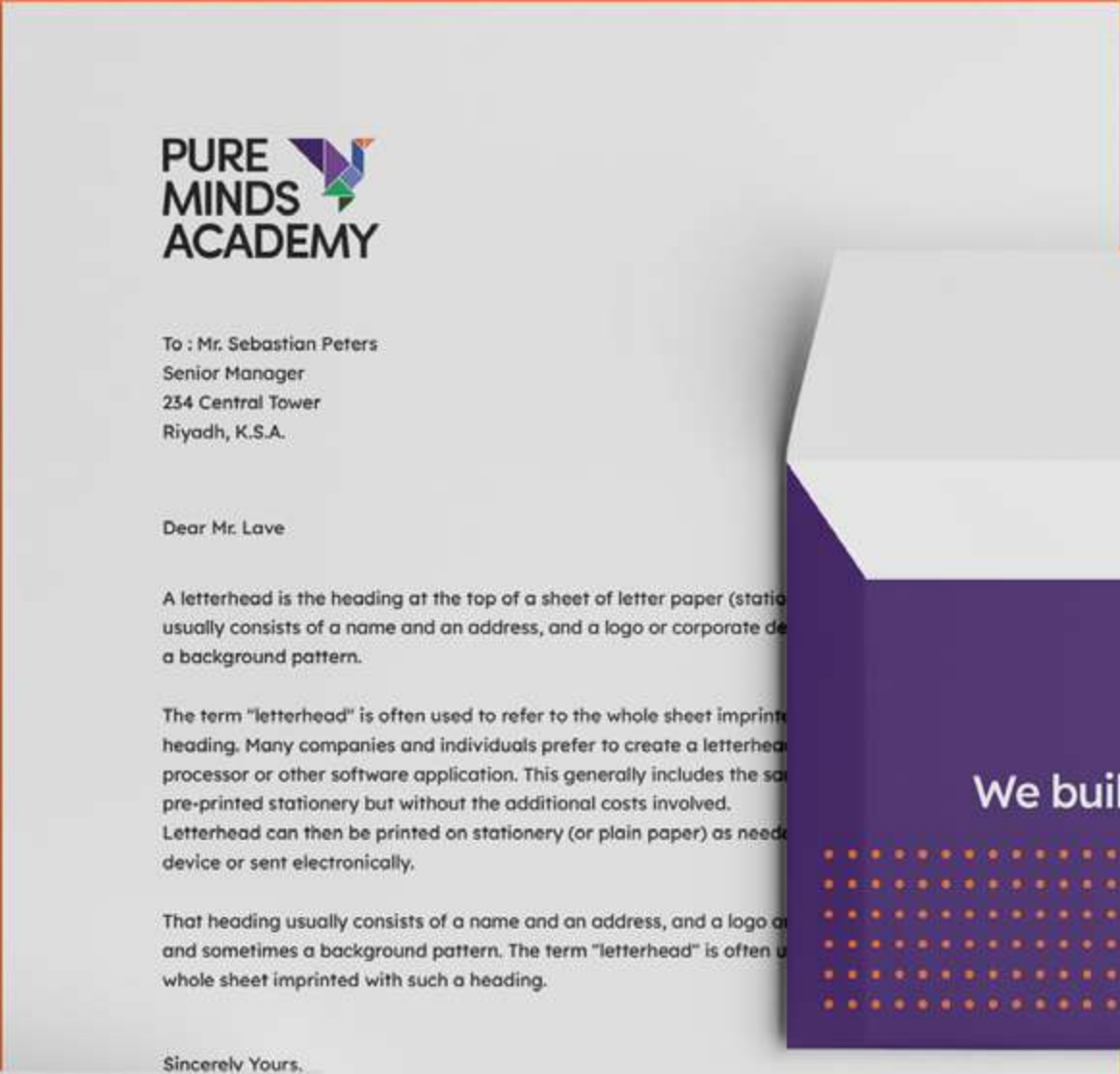


**BRAND
COLLATERALS**

BUSINESS CARDS



BUSINESS STATIONERY



EMAIL SIGNATURE

New Message

Recipients


Subject

Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward with this?

Either is great, just wanted to be sure!

-Neville

PURE
MINDS
ACADEMY



Anne Smith

HR Director

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Dubai - U.A.E.


Phone

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Send



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**PURE
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Sundays & Mondays from 10AM - 11:30AM


Business Education Lab

This Core Maths resource package involves students completing a financially-themed project. Students are given the task of promoting, manufacturing and delivering a new mobile phone for the best possible price. Students complete annual reports on monthly income and expenditure, explore interest rates and budgeting.

PART CODE:
PS-3314

GRADE:
K-5

Business



Finance

Sundays & Mondays from 10AM - 11:30AM

Financial Education Lab

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FLYER: DIGITAL



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Finance

Financial
Education Lab

PART CODE: PS-3314 GRADE: K-5

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09:17

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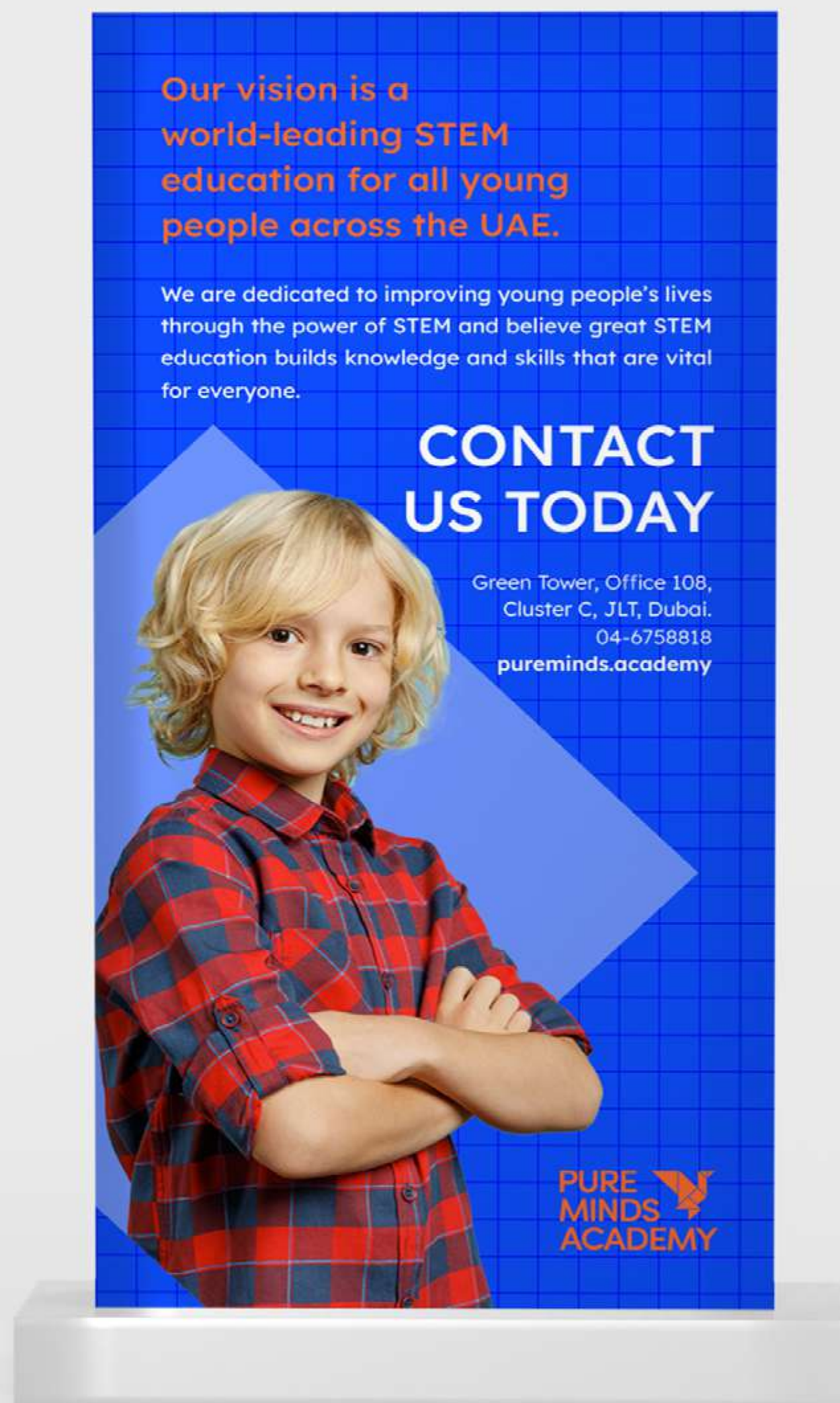
Business
Education Lab

PART CODE: PS-3314 GRADE: K-5

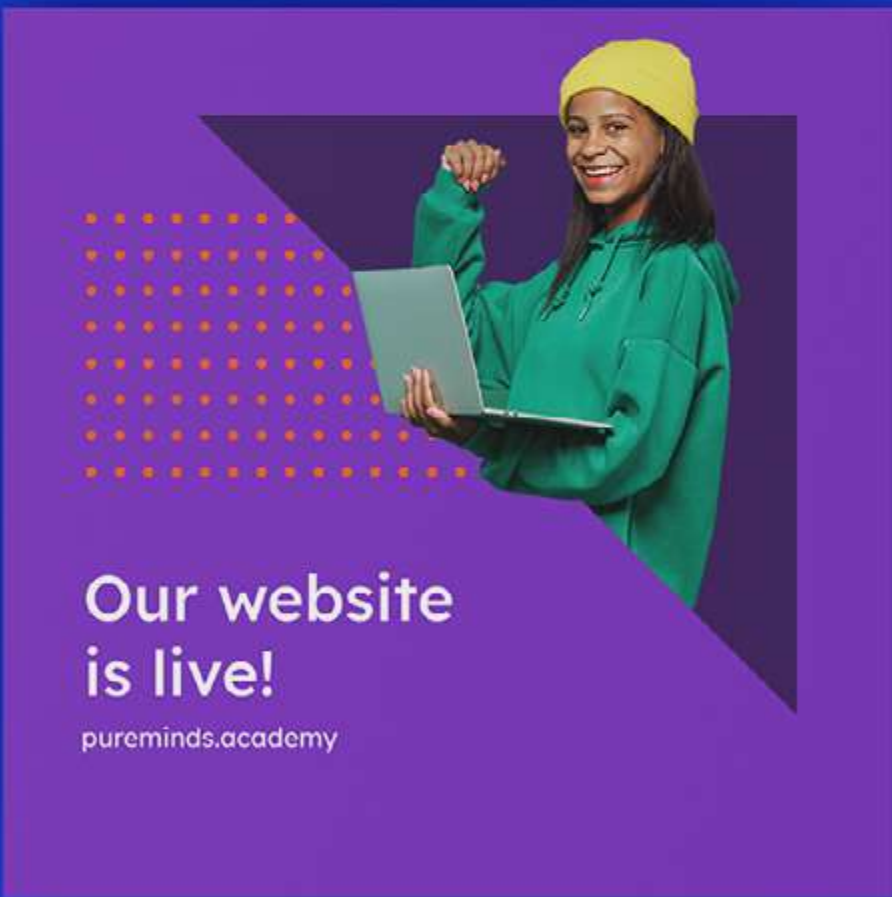
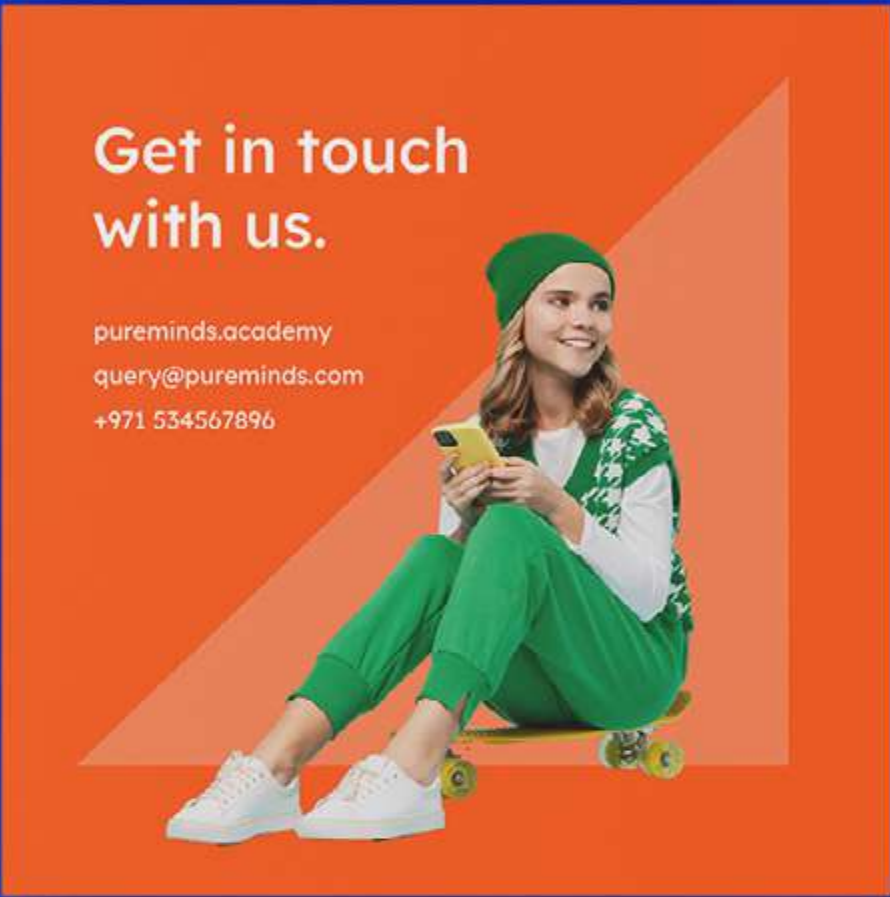
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Business

ROLL UP BANNER



SOCIAL MEDIA



THANK YOU

Discussion. Questions. Thoughts.