

Empowered teachers, engaged students

Who we are today and into the future

Building our brand and creating a consistent experience for our customer

Old mission vs new mission



Old mission

To conduct a worldwide online and mail-order catalog business serving specific educational fields, agriculture, and other special markets in a manner that will provide maximum customer service and result in profitable long-term growth of the company.

New mission

At Nasco Education, we believe that teachers have a profound, positive impact on students. That's why we've made it our mission to empower teachers with solutions that prepare, engage, and inspire students and help them build a foundation for success.

Old value prop



Old value prop

Nasco Education solutions enable improved College & Career Readiness outcomes by providing teachers and schools with the requisite curriculum; professional development; and hands-on resources to create engaging learning environments that transform the experience for today and tomorrow's learners.

New value prop



You make great learning experiences happen We provide the tools and support you need

Delivering effective lessons isn't easy. That's why we specialize in bringing you hands-on materials that engage students both in and out of the classroom.

Along with tools that support your core curriculum, we bring a special focus to art, SEL, and STEM to help you create a learning environment where students can exercise their creativity, boost 21st century skills, and explore career fields.

To save you valuable prep time, we've curated many of those sought-after learning materials and created open-and-go student kits and whole-class kits, complete with lesson plans. And when you need a specific mix of materials to support your curriculum, we make it happen. Our custom kit team is always ready to source, package, and deliver educational kits exactly to your specifications.

Learning takes many forms, and digital curriculum can help you infuse STEM/STEAM and SEL concepts into the school day. Our support team and ongoing professional development help you easily integrate online learning into your daily lessons and make sure students are learning online and offline.

All this means you can spend more time teaching and less time searching for the right tools to set students on a path to success in college and career. With hands-on materials to engage learners of all ages, convenient educational kits, flexible digital curriculum, and rewarding professional development, you'll be prepared to go from teaching concepts to creating experiences.

Our logo and tagline







Old logo with K-Career tagline





Empowered teachers, engaged students

New logo and tagline

Print rebranding objectives



Covers

- Clear identity as Nasco Education with tagline
- Logo placement ensures maximum flexibility to design without color and readability limitations
- Clearly identify title
- Clearly identify grade levels and CTA
- Flexibility for a variety of display fonts within the image area

Catalog pages

- Clear representation of ordering information (pgs. 2-3)
- Page elements (icons, callouts, etc.) should align with brand colors and fonts as established in the Brand Style Guide with a cohesive look and feel throughout the book
- Clearly define fonts in headlines, subheadlines, body copy and only use all caps for emphasis only

Cohesive customer experience

Design elements should translate into variety of print materials and digital assets

Old vs new – catalog covers





- Clear identity –
 logo with tagline on
 clean white background
- Clear subject & grade levels
- CTA prominent
- Catalog year & contact info bookend brand identity at bottom of design
- Master catalogs will include brand update messaging (Refreshed look, renewed commitment!)



Old

Pages 2–3: Ordering information







Old

Choking Hazard Label Information CUSTOMER 1.800.558.9595 ONLINE NascoEducation.com ADDRESS CHOKING HAZARD (4) A WARNING: CHOKING HAZARD INFORMATION EMAIL orders@NascoEducation.com CARE Monday - Friday 7 a.m. - 5 p.m. CST CHOKING HAZARD (3) **A WARNING: CHOKING HAZARD** This toy is a small ball. Not for children under 3 yes.

New

Ordering information

1.800.558.9595

Monday - Friday 7 a.m. - 5 p.m. CST





901 Janesville Ave. Fort Atkinson, WI 53538

FAX 1.800.372.1236

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Choking hazard label information

△ CHOKING HAZARD (I) WARNING CHOKING HAZARD-Small Parts, Not for children under 3 yrs.

△ CHOKING HAZARD (2) WARNING: CHOKING HAZARD-Children under 8 yrs. can choke at suffacate on uninflated or broken balloons Adult supervision required. Keep uninflated balloons from children, Discard broken balloons at ance

△ CHOKING HAZARD (3) WARNING: CHOKING HAZARD -This toy is a small ball. Not for children under 3 yrs.

△ CHOKING HAZARD (4) WARNING: CHOKING HAZARD by contains a small ball. Not for children under 3 yrs. △ CHOKING HAZARD (5) WARNING: CHOKING HAZARD -

This toy is a marble. Not for children under 3 yrs. △ CHOKING HAZARD (6) WARNING: CHOKING HAZARD-Toy contains a marble. Not for children under 3 yrs.

Nasco Education Price Change Policy Due to unforce eserve the right to change published catalog prices or our shipping policy without notice. Refer to our website for the most current pricing. Some products may be excluded from further discount. Please contact us for a quote

Certified in a program of toxicological evaluation by a medical expert to contain no materials in sufficient quantities to be toxic or injurious to humans or to cause acute or chronic health problems

This icon indicates that additional freight charges may apply. Call Customer Care

Marketing one-sheets







Old (product-centered copy)

New (customer-centered copy)

Package stuffers







Lesson plans







New

Old

Proprietary branding





































Old (many disparate proprietary brands)



New (one proprietary brand)

Private-label product









Manufactured by: Handy Art, Inc. Milton, WI 53563

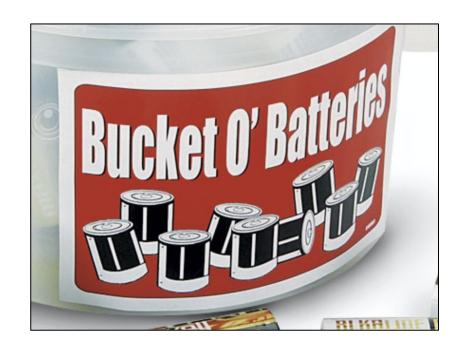
1.800.558.9595 NascoEducation.com

- · Permanent, non-yellowing formula
- · Opaque, semi-gloss finish
- · Extremely durable and permanently flexible
- · Bold pigments allow for great color mixing
- Clean up with soap and water (colors may stain)
- Do not pour back into container
- · Gluten-free

Old

Kit label



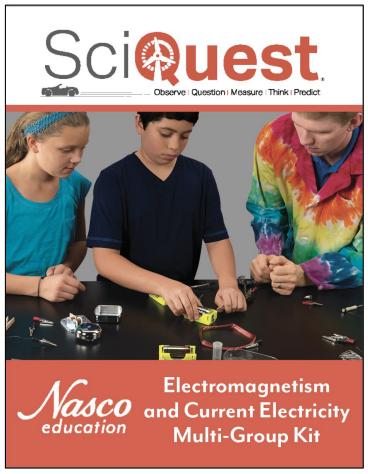




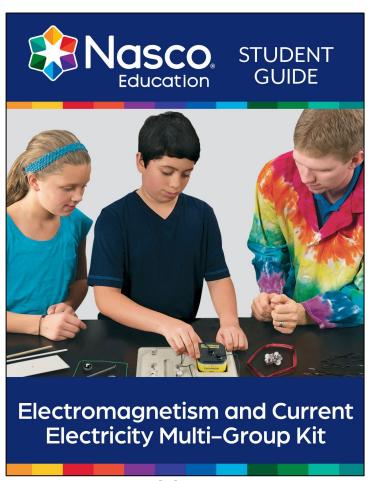
Old New

Teacher guides



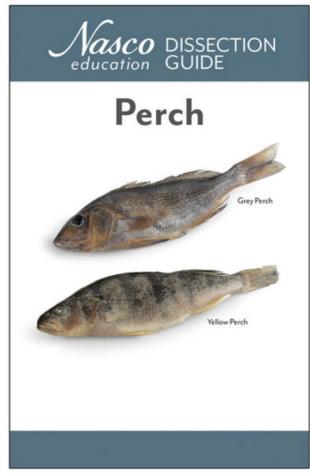


Old

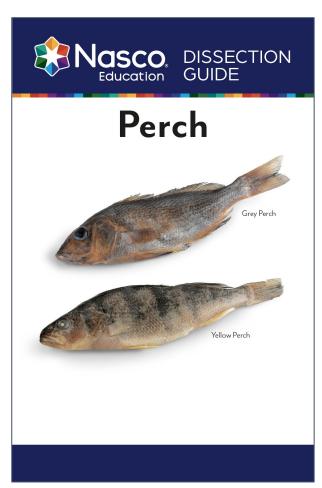


Student guides





Old



New

Stationary





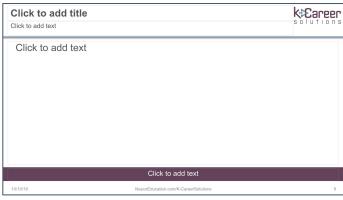


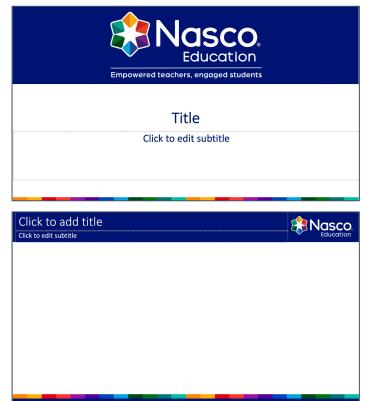
Old New

Powerpoint slides











Old

Social media posts



Right now, we all really need a little PE, right? A chance to blow off some steam, get the blood flowing, and reset the built-in stress meter that a new school year brings. With two fantastic Individual Student Kits, other color-coded classroom kits and some affordable options such as jump ropes where everyone can have their own, you have lots of options to make your PE class the best it can be. Your students (and probably your co-workers) need it!

Find ways to stay active in school or at home with Individual Student PE Kits here: https://www.enasco.com/student-kits here and Classroom Kits here: https://www.enasco.com/.../Physical-Education-Coaching



Old



Old branded "system"

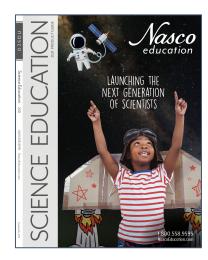


Click to add title

Click to add subtitle

Click to add title

Click to add text

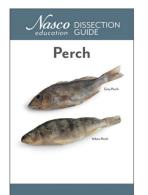


















New branded system

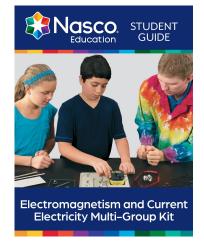


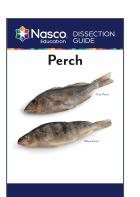














your K-8

Nasco

