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# CHRISTINA SEIX ACADEMY

*Case Study*



## CHRISTINA SEIX ACADEMY

The Christina Seix Academy is a one-of-a-kind private school located in Trenton, NJ. Challenging the typical private school model, they provide full scholarships to local children from disadvantaged families. They also provide health and wellness services to the students' families as a way to raise the entire community.

With a few years of experience under their belts, the administrators at Christina Seix Academy looked to Brolik to help them create a web presence and brand that communicated their spirit and mission.





## CHALLENGE

The Academy was struggling to communicate its unique value to current and prospective student families. The admission criteria were unclear and the beautiful, new campus wasn't featured. More importantly, families couldn't see the opportunities and supportive culture CSA had to offer.

## OUR GOAL

Create a new brand that reinforces CSA's mission to be a friendly, community-focused and forward-thinking institution.







# BRANDING

A brand needs to carry the values and vision of the organization. It should represent who you are and what you represent. Our process begins with a discovery phase to fully understand our client, from conception to future visions. With client feedback at each step, we then use three rounds of design to create an exceptional final product.

Design A





Design B



In the first round of our branding process we experimented with a wide variety of logo marks and layouts to gauge CSA's taste and preferences.

In the second round we used CSA's feedback and guidance to refine our options and find the right mark and logotype for them.

Design C



— Final Logo —



Secondary Logo



Tagline Logo



In the third and final round of design we focused on the logo mark and type color options until we came up with a brand that successfully matched their style, and communicated their values and vision.

*“Brolík nailed our identity. Others have tried to push an identity on us in the past, but Brolík spent time to understand our mission, people and culture first.”*



**Rob Connor**

*Head of School at Christina Seix Academy*



# COLORS

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CSA had an existing color scheme that meant a lot to them. What school doesn't have school colors? These are now more than just school colors. We decided that as part of the new brand guidelines that each color would represent a unique facet of the school to create a consistency and unified system for the future.

Per their request, we preserved these colors and brought them into a new form.



**STUDENT LIFE**

**ADMISSIONS**

**ABOUT**

**CONTACT**

**OUR PROGRAMS**

# PHOTOGRAPHY

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We used high end photography to showcase the safe environment and strong culture that Christina Seix Academy has created for its students and staff.







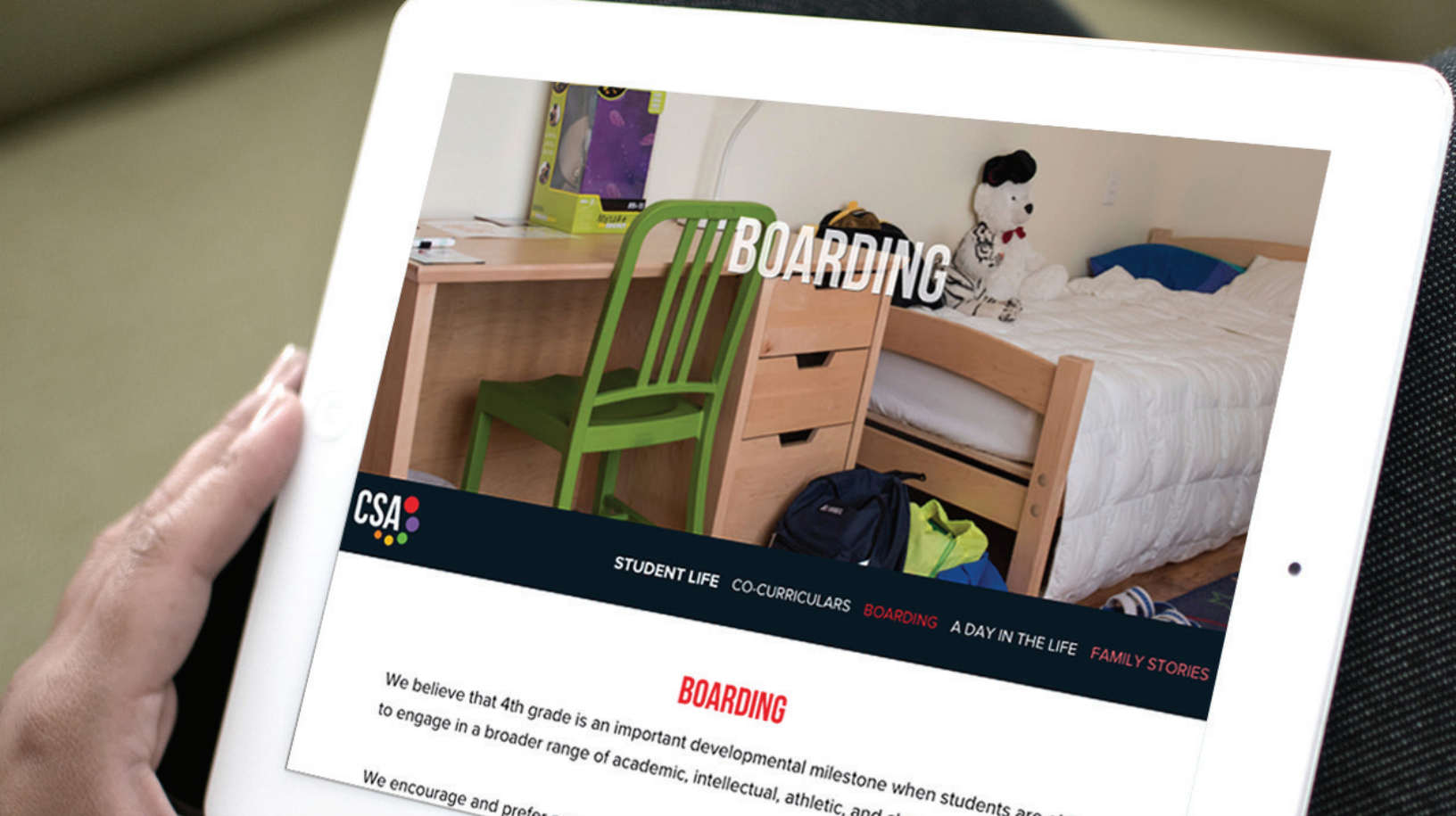


# WEBSITE DESIGN

With a refreshed brand and new photography, we moved into a website redesign. There's no substitute for a real life tour of the campus, but we wanted the website to give our audience the feeling of warmth and community that Christina Seix Academy offers when you visit in person.







We designed each page of the new website to fully immerse visitors, focusing on a fresh look and feel that simply conveyed the school's message. The responsive design allows for the best experience for all visitors, no matter the size of their screen or device type.







## GEOTHERMAL HEATING

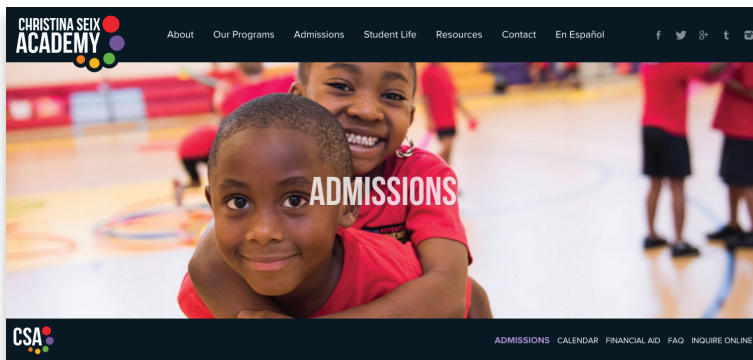
GREEN INITIATIVES

[LEARN MORE](#)

## INTERACTIVE MAP

The website has an interactive campus map to give a better feel for the layout of the campus. The map is easy to navigate and is full of vibrant imagery to get a feel for the school before ever setting foot on campus -- an important concern since many of the students will live on campus.

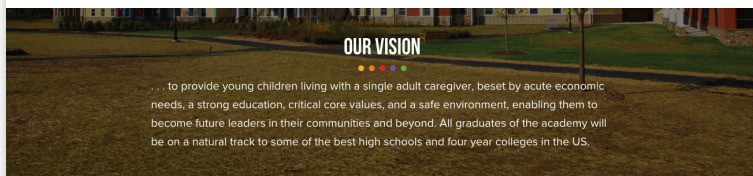




## ADMISSIONS

The incoming CSA class will consist of 20 students in Pre-K from Trenton and the greater Mercer County area. The academy will strive to establish a diverse cohort of students that is gender balanced and representative of the ethnic composition of our community. Applicants must meet the following three criteria to be considered for admission:

- 1 All students must live with a single adult demonstrating economic need.
- 2 All students must be 3 years old or younger by September 2016.
- 3 All students must live in the greater Mercer County Area.



...to provide young children living with a single adult caregiver, beset by acute economic needs, a strong education, critical core values, and a safe environment, enabling them to become future leaders in their communities and beyond. All graduates of the academy will be on a natural track to some of the best high schools and four year colleges in the US.

## CALENDAR

The CSA class of 2016 - 2017 will consist of 20 students in Pre-K from Trenton and the greater Mercer County area. The academy will strive to establish a diverse cohort of students that is gender balanced and representative of the ethnic composition of our community. The admissions process is a multistep process, which will last approximately five months.

[LEARN MORE](#)

## FINANCIAL AID

Christina Seix Academy awards a scholarship with a yearly value of approximately \$40,000 to every child enrolled at the school. Parents will be expected to contribute a nominal amount (\$20 per week) as an investment in their child's education. The scholarship is renewable yearly, until graduation from the 8th grade, assuming the student and caregiver remain in good standing with the school's policies.

[LEARN MORE](#)

## FAQ

Here are answers to a few of the most commonly asked questions about applying to the Christina Seix Academy.

[LEARN MORE](#)

## INQUIRE ONLINE

Our online Inquiry Form will be available on our website starting early November 2016. This is the first step in our multi-step Admissions process. If you meet all qualifications, you will then receive an email with next steps after completing this form. All students must be represented by an adult that will partner with the school to support his/her growth and success.

[GET STARTED](#)

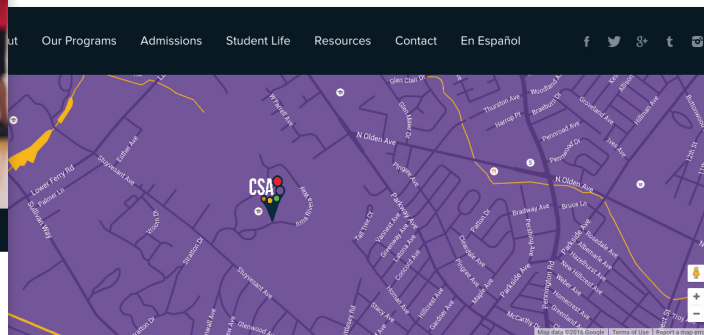
WANT TO JOIN THE CSA FAMILY? [INQUIRE ONLINE](#)



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## CONTACT

## CULTURE: CSA CORE VALUES

As a growing organization, we take our core values very seriously. We expect all of our team members to be tenacious in their service to our students and families, responsible in their use of the Academy's resources, enlightened in their understanding of the relevance of race, gender, and culture in our day-to-day work, noble mentors, and truthful collaborators.

- T enacious
- R esponsible
- E nlightened
- Noble
- T ruthful

### Head of School



### ROB CONNER

As a result of a comprehensive national search, Rob Conner joined the academy in July 2009. Rob holds a PhD, University of Pennsylvania and is a professor at the University of Georgia. He began his career working at the Educational Policy at Boston College, where he was responsible for Research, Measurement, and Evaluation. He was also responsible for standardized testing and measurement. He was awarded the Studies Award for his academic achievement. Over eight years at BCD, he served as the School Director, and Assistant

### CHRISTINA SEIX DREAM BIG

As a doctoral student, Rob was responsible for evaluation and research. He was also responsible for assessment. His dissertation was on private and public school

The Admissions page now clearly defines everything parents need to know before applying and what to expect if their children have the opportunity to attend Christina Seix Academy.

The new brand and website have led to a more organized admissions process and an increase in qualified staff and faculty applicants.



*“The Brolik team is a creative, adaptive, self-aware and energetic group of people that are extremely passionate about their work.”*



**Rob Connor**

*Head of School at Christina Seix Academy*

**For more information on the Christina Seix Academy brand and website, or Brolik’s services, contact us using the information below.**

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