
TMSA Brand Identity

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7 Habits

Habit 1: Be Proactive: I am a responsible person. I take initiative. I choose my actions, attitudes, and moods. I do not blame others for my actions. I make good, responsible choices without being asked, even when no one is looking.

Habit 2: Begin With the End in Mind: I plan ahead and set goals. I do things that have meaning and make a difference. I am an important part of my classroom and contribute to my school's mission and vision. I look for ways to be a good citizen.

Habit 3: Put First Things First: I spend my time on things that are most important. This means I say no to things I know I should not do. I set priorities, make a schedule, and follow my plan. I am disciplined and organized.

Habit 4: Think Win-Win: I balance courage for getting what I want with consideration for what others want. I make deposits in others' Emotional Bank Accounts. When conflicts arise, I look for third alternatives.

Habit 5: Seek First to Understand, Then Be Understood: I listen to other people's ideas and feelings. I try to see things from their viewpoints. I listen to others without interrupting. I am confident in voicing my ideas. I look people in the eyes when talking.

Habit 6: Synergize: I value other people's strengths and learn from them. I get along well with others, even people who are different than me. I work well in groups. I seek out other people's ideas to solve problems because I know that by teaming with others we can create better solutions than anyone of us can alone. I am humble.

Habit 7: Sharpen the Saw: I take care of my body by eating right, exercising and getting sleep. I spend time with family and friends. I learn in lots of ways and lots of places, not just at school. I find meaningful ways to help others.



Tagline Recommendations

Intentional excellence centered in community



Onliess Statement | Value Proposition

The Main Street Academy is the only School-wide Enrichment Model charter school that cultivates the student experience through mindfulness and innovation.

TMSA is a community for committed families who want their students to be grounded in character, and inspired by academic advancements to thrive in a competitive, evolving world.

Led by highly-qualified teachers for kindergarten through eighth grade, The Main Street Academy is a public charter school open to all students living in the Fulton County Schools district.



Brand Positioning Statement

Different from the standard education, TMSA cultivates excellence at the intersection of achievement, character and innovation through a school-wide enrichment model proven to develop students capable of leading in a competitive, evolving global society.

For committed families living in the Fulton County Schools district who want their students to be deeply immersed in an energetic engaging public school education, The Main Street Academy provides an educational experience grounded in character, and inspired by academic advancements.



11 Key Messages

1. TMSA is grounded in a School-wide enrichment model from K-8.
2. With our extended-day program, TMSA is able to encompass more learning and exploration time for students.
3. Middle School students are able to earn high-school credit before matriculating into high school.
4. TMSA has strong relationships and pipelines into highly-competitive magnet, charter and independent schools.
5. The parent community at TMSA is deeply engaged, and regarded as a critical part of the success of the school.
6. TMSA's character-development curriculum is imbedded into our school culture, and explicitly incorporated into daily instruction.
7. All students are offered foreign language, from kindergarten through eighth grade.
8. All students receive a daily 30 minute brain break
9. TMSA received a 2018 CCRPI School Climate rating of 90.5 out of 100.
10. TMSA provides 1:1 technology access to students sixth through eighth grade.
11. TMSA offers an array of artistic, athletic and other extracurricular activities for students.



TMSA Brand Visuals

Logo & Seal



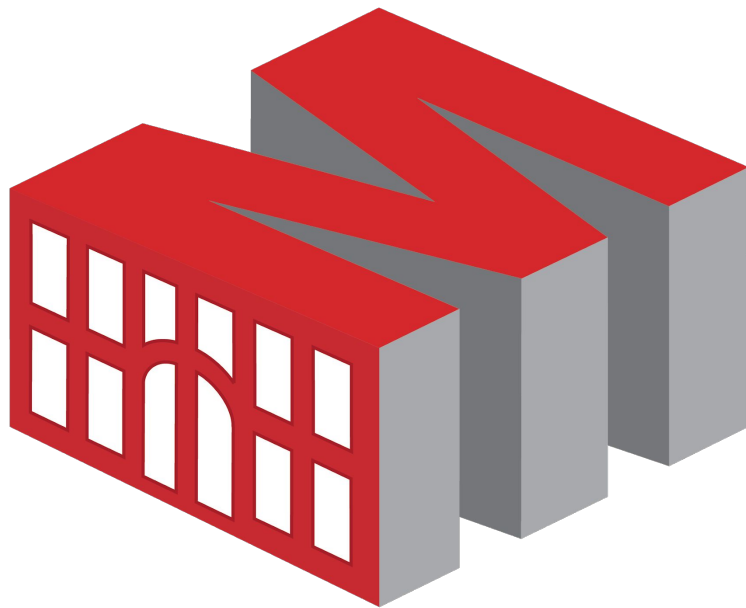
Refreshed Primary Logo



Secondary Logo



Refreshed Secondary Logo



Refreshed Wordmark

THE **main street**
★ A C A D E M Y ★

A FULTON COUNTY PUBLIC CHARTER SCHOOL





TMSA Seal 1



Brand Board

