

NOVA BRAND PILLARS

The brand pillars are the topics that should anchor our messages and provide a guide for your content. When creating copy or visuals, try to emphasize or illustrate at least one of these pillars, either overtly (by literally using the phrase) or in more subtle ways, like telling stories that prove one of the pillars to be true. We provide examples throughout this guide on how to do that.

If we do a good job emphasizing these topics, then even people who don't know these are our brand pillars will still be able to discern that these things are true of NOVA.

OUR BRAND PILLARS

A Springboard to Opportunity. We offer more than 130 degree and certificate programs.

Experts in the Classroom and in the Field. Our award-winning faculty are highly qualified and credentialed by some of the top universities in the nation.

Relevant and In-Demand. Programs in sought-after industries such as Cybersecurity, Healthcare and Information Technology showcase our commitment to evolving with the needs of today's workforce.

Big School Experience, Small School Feel. As a multiple campus institution, we offer a large number and variety of excellent programs, substantial services and resources.

Real-World Diversity. We are the ninth most internationally diverse college in the nation with students from more than 180 countries. The NOVA experience prepares students for the diverse communities they'll join after leaving NOVA.

Outstanding Value. Low tuition rates and transfer opportunities allow students to save thousands on their education.