



# Sage Alliance

Schools

## BRAND GUIDE



# Introduction

## UNIFYING THE BRAND: SAGE ALLIANCE SCHOOLS

Sage Alliance Schools do what most schools cannot: address the unique needs of students experiencing significant to extreme emotional distress, and get them back on track academically, socially, and emotionally. The willingness, empathy, and experience that teachers, therapists, and staffers bring to this mission is a big reason why Sage Alliance Schools (formerly Sage Day and New Alliance Academy) has become the leading therapeutic school in New Jersey for more than 25 years.

This Brand Guide is designed to clearly define Sage Alliance to its core audience of school districts and families, and introduce it to new ones. Now part of the New Story network of schools, the guide brings existing brand elements together with an elevated look, visual direction, and new messaging to convey the authenticity of the Sage Alliance experience and underscore its promise...**Transformation Begins Here.**

**“Sage Alliance provides a service no family hopes to ever have to use. Students who come to us are struggling with mental health issues and not functioning. We provide a flexible structure that gets kids to a better place.”** — Sage Alliance Clinical Director



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# BRAND NARRATIVE AND MESSAGING

# Tagline

## Transformation Begins Here.

**Transformation.** That's what parents — whose children struggle with a diverse range of issues and challenges — see and experience when their children enroll at Sage Alliance Schools. The transformation is real.

Kids who once did everything in their power to avoid school, now look forward to school. Students who suffer from depression, extreme anxiety or emotional distress, feel safe, seen, and heard. They begin to function, develop self-awareness and tools, and become productive members of our learning community. High schoolers who viewed their future with pessimism, graduate and go on to college, trade school, the military or enter the workforce.

**Transformation** is the collective outcome shared by students, families, and the school districts that rely on Sage Alliance.

**Transformation Begins Here** is the unifying message and springboard to re-engage existing school district partners, introduce Sage Alliance to potential school district partners, and communicate with prospective parents referred for out-of-district placement.

**“Sage Alliance has literally changed my child's life. He used to shut down when he went into school. Now he truly enjoys it.”**

— Sage Alliance parent



# Brand Narrative

**The brand narrative tells the central story of Sage Alliance Schools. It establishes who we are, what we stand for, and articulates our value to target audiences.**

At Sage Alliance, we lead with empathy and learn through listening. We know what students who struggle with mental health issues need: a full spectrum of therapeutic support, a personalized learning plan, and an environment where they feel safe, seen, and valued. Leveraging our 25+ years expertise as New Jersey's leading therapeutic school, we tailor an educational experience and create the circumstances for emotionally distressed students to begin to trust, heal, and progress. This transformation takes therapeutic integration. It requires flexible structure. And collaborative partnerships with school districts and families.

With these supports in place, students are taught the tools to start thriving, instead of merely surviving. Transformation begins here. Transformation begins with Sage Alliance Schools.

## Boilerplate Language

**This shorter version of positioning statement may be useful for press releases and other communications that require a short description of Sage Alliance Schools.**

At Sage Alliance, we know what students who struggle with mental health issues need: a full spectrum of therapeutic support, a personalized learning plan, and an environment where they feel safe, seen, and valued. With these supports in place, students are taught the tools to start thriving, instead of merely surviving. Transformation requires flexibility, transparency, and collaboration. Transformation begins here. Transformation begins with Sage Alliance Schools.

# Central Messaging

Three core messages support **Transformation Begins Here**. These are the central elements that public school districts are often unable to provide emotionally distressed students and these elements distinguish Sage Alliance Schools from its competitors. When these central elements come together for students, it's the springboard for transformation.

## **Transformation Begins With... Therapeutic Integration**

Our highly-skilled school based therapists are trained to work with emotionally distressed, school-avoidant students. With consistent and personalized therapeutic and instructional support in place, Sage Alliance students are able to start thriving instead of merely surviving.



## NOTES ON TONE

What is the tenor or tone of messaging for Sage Alliance Schools? Whether it's a viewbook, an ad, social media post, or promotional email to potential partners, our brand tone strives to convey:

**Confidence** — Highly experienced therapists, teachers and administrators who understand and form authentic connections with emotionally distressed kids is a big reason why Sage Alliance can present its benefits and distinctions with the ultimate confidence.

**Trustworthiness** — Sage Alliance acts with the utmost integrity conducting out-of-district school placements. The school has a stellar reputation among current school district partners, for providing timely and honest assessments in the best interest of students. With its reputation for integrity, statements and messages promoting Sage Alliance can carry great weight with Child Study Teams and key decision makers who make out-of-district placements.

**Hope** — Prospective families and school district partners have good reason to be optimistic about the outcomes of a Sage Alliance placement. A high percentage of seniors go on to two and four-year colleges and 100% of graduates have a post-high school plan in place. Families report a dramatic difference in their child's attitude and progress in school, and 95% of parents surveyed, are satisfied to extremely satisfied with their child's placement and transition to Sage Alliance.

# Central Messaging

## **Transformation Begins With... Personalized Learning**

Sage Alliance prioritizes small, structured class environments so that students get consistent one-to-one time with teachers and all the support they need. Each student has their own academic program tailored to meet the needs of any emotional dysregulation and mental health issues, as well as New Jersey state learning standards.

## **Transformation Begins With... Feeling Safe, Seen, Valued**

Our strong commitment to students' mental health and academic growth is what makes Sage Alliance so unique and our students so successful. When specialized and flexible instruction are combined with therapeutic intervention, students feel safe and valued allowing them to focus on personal development — and finally enjoying school.





# Application of Central Messaging

## Viewbook



**At Sage Alliance, emotionally distressed students stop merely surviving and start thriving. Transformation begins with...**

- THE FULL SPECTRUM OF THERAPEUTIC SUPPORT** including individual, group, and family therapy.
- LICENSED AND CERTIFIED THERAPISTS** who understand how to help and support students who are in emotional distress or crisis.
- PERSONALIZED EDUCATION PLAN** to keep students focused and moving forward.
- SMALL, STRUCTURED CLASSROOM ENVIRONMENTS** with attention and guidance, promoting student engagement, confidence, and success.
- CAPABLE, IMAGINATIVE, AND FLEXIBLE TEACHERS** able to engage students and customize learning.
- AN ENVIRONMENT THAT HELPS STUDENTS FEEL SAFE**, so they can begin to trust, progress, and heal.
- A HIGH DEGREE OF ACCOUNTABILITY** as an accredited school impacting student performance.
- EXPERIENCED PROFESSIONALS**, working in tandem, committed to each student's success.
- SAGE ALLIANCE SCHOOLS**, New Jersey's leading therapeutic school for more than 25 years.

**FAST FACTS**

- 25+** years partnering with New Jersey school districts, Sage Alliance was founded as Sage Day School in 1997.
- 4 campuses** (Boonton • Grades 8-12, Mahwah • Grades 4-8, Paramus • Grades 8-12, Rochelle Park • Grades 9-12)
- MSA CESS** accreditation confirms that Sage Alliance is committed to strategic planning, quality initiatives, and continuous improvement to better serve students.
- 100%** of our graduates have postsecondary plans including two-and-four year colleges, trade schools, apprenticeships, the military, and the workforce.
- Therapeutic staff** are school-based therapists with extensive experience working with children and adolescents.
- Certified Teachers** who follow New Jersey state learning standards and participate in on-going professional development.

Series of brand statements/distinctions provide the “why” for our tagline, Transformation Begins Here. Based on school district surveys and interviews, these messages also provide the rationale Child Study Team members and others can use to make a case for out-of-district placements with Sage Alliance.

Five Attributes can be used again and again to reinforce brand value and bolster our messaging:

**1. Longevity & Expertise**  
Sage Alliance has partnered with school districts for 25+ years and is New Jersey's leading therapeutic school.

**2. Location**  
Four campuses (Boonton, Mahwah, Paramus, Rochelle Park) encompassing Grades 4-12.

**3. Accountability**  
Sage Alliance Schools are accredited, signifying an educationally sound institution with a track record of success.

**4. Outcomes**  
100% of our graduates have postsecondary plans including two-and-four year colleges, trade schools, apprenticeships, the military, and the workforce.

**5. Quality**  
Therapeutic staff are school-based therapists with extensive experience working with children and adolescents. Teachers are certified (or in the process of becoming certified) and follow New Jersey state learning standards.

# Targeted Messaging

Child Study Teams statewide are finding it more and more difficult to secure out-of-district placements for students who need the specialized services and learning environment Sage Alliance Schools provide. The increased pressure to keep students in-district, administrative directives to exhaust New Jersey State Approved Schools, and high turnover in Child Study Teams all contribute to this challenge.

We've crafted targeted messaging with these challenges in mind to introduce or re-introduce Sage Alliance Schools to school districts and to bolster the brand's position as the most experienced resource, able to effectively help kids in extreme emotional distress.

## Get it right the first time. Talk to Sage Alliance.

Our research shows that Child Study Teams want to get out-of-district placements right the first time. Placements that are a less than ideal fit can do more harm than good, and Sage Alliance is often called to reassess these types of cases. *Get it right the first time* speaks directly to our audience's core priority and positions us to talk about the distinctions and benefits of partnering with Sage Alliance.

**General statement can be incorporated into marketing material:**

Sage Alliance is New Jersey's leading therapeutic school and a trusted school district partner with 25+ year track record that helps emotionally distressed students get to a better place.

**"We've had many different directors and sometime New Jersey State Approval has been an issue and other times not. There have been instances where we've had to exhaust other placements. But the fact is there are no other schools in our area [aside from Sage Alliance] that can serve our students."**

— Case Study Team member,  
school district partner

# Targeted Messaging

Need an expert team in school refusal?  
**Talk to Sage Alliance.**

Anxiety. Depression. Aggression. School refusal. Trauma. Sage Alliance has deep experience in a range of emotional and behavioral issues that school districts may not be able to fully address. *Need an expert team...* on any mental health issue addresses, and fosters greater connection with our audience and positions the school as a thought leader.

Looking for a therapeutic intervention ASAP?  
**Talk to Sage Alliance.**

Our research shows that Child Study Teams and current school district partners value the responsiveness of Sage Alliance and its willingness to help, even when a consultation or request for intervention won't result in an out-of-district placement at Sage Alliance. Promoting this facet of the brand establishes Sage Alliance as a partner in problem solving and reinforces the school's standing as a trusted and dependable resource.

*Key statements about The Naples Act, the state law that facilitates out of district placements to Sage Alliance Schools, a non-New Jersey State Approved School. Use whenever possible in marketing material to school districts and educational collateral to prospective parents.*

## **Choice matters!**

The Naples Act is a provision in New Jersey Education Law that allows students to be placed in an accredited, private school that is not state approved, as long as the school meets certain requirements.

## **Standards apply.**

Sage Alliance Schools meet all the requirements of a Naples Placement. Our schools are accredited by MSA-CSS (Middle States Association of Colleges and Secondary Schools), our therapists and teachers are properly credentialed, and our curriculum is aligned with New Jersey learning standards.

## **Make the best placement.**

Many New Jersey school districts utilize The Naples Act to make the most appropriate placement for students. Completing the paperwork involves a short application, and Sage Alliance advises and assists school districts in the process.

# Targeted Messaging

Out-of-district placement  
not working?

**Talk to Sage Alliance.**

Time and again, school districts reach out to Sage Alliance when the initial out-of-district placement isn't working. This circumstance will continue as long as Child Study Team members are encouraged/directed to place with New Jersey State Approved Schools first. By positioning itself as the trusted "Plan B" that so many districts rely upon, Sage Alliance can build connections and referrals.

Students in crisis your new normal?

**Talk to Sage Alliance.**

Youth mental health is at crisis levels and school districts anticipate or are experiencing a surging demand for services. Addressing our audience's pain point with expertise and empathy can strengthen existing partnerships and lead to new ones.

# Application of Targeted Messaging

## Sample Email Marketing



Get it right the first time.  
**Talk to Sage Alliance.**

**When students are in crisis or no longer functioning in school, finding the right out-of-district placement can turn things around immediately.** Sage Alliance — New Jersey's leading therapeutic school — is the resource to help you get students back on track. We've been a district partner for more than 25 years, a mainstay for kids who struggle with emotional and behavioral challenges, and a school where everything comes together to support student progress, healing, and success. School-based therapists who get to the root of issues through individual, group, and family therapy. Teachers who can engage and customize learning. And a culture and climate where many students feel safe, seen, and valued for the first time in their lives.

#### **Sage Alliance Schools come highly recommended:**

- **98% of district partners surveyed would recommend Sage Alliance to colleagues.**
- **91% of district partners are confident of a good outcome with Sage Alliance.**
- **95% of parents surveyed are extremely satisfied with their child's placement and transition to Sage Alliance.**

**Get to know us. Book a consultation.**

**Sage**★**Alliance**  
Schools  
**Transformation Begins Here.**

# BRAND IDENTITY

**Sage**★**Alliance**  
**Schools**  
Transformation Begins Here.

# Logo Usage

**Sage** ★ **Alliance**  
**Schools**

The Sage Alliance logo is designed in three orientations, to provide flexibility in layout and design.

Logo alone

Logo with tagline below

Logo with tagline to the right

There are no stacked versions of this logo.

**Sage** ★ **Alliance**  
**Schools**  
**Transformation Begins Here.**

**Sage** ★ **Alliance**  
**Schools** **Transformation Begins Here.**

# Logo Usage

White and yellow logo with Sage Alliance Corporate Blue background.

This white version works well for digital and website. The white letters really make the logo stand out on screen.



Sage★Alliance  
Schools



Sage★Alliance  
Schools  
Transformation Begins Here.



Sage★Alliance  
Schools Transformation Begins Here.



# Unacceptable Logo Usage



Do not stack elements



Do not distort logo



Do not distort or change star element

# Typography

**Sage**  **Alliance**  
**Schools**

**Transformation Begins Here.**

## Acceptable Logo Fonts

Sage Alliance logo uses Athelas Font Bold.  
The subhead font is Century Gothic Bold.

### Athelas Bold

**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p**  
**q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

### Century Gothic Bold

**A B C D E F G H I J K L M O P**  
**Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o**  
**p q r s t u v w x y z**

**1 2 3 4 6 7**

# Typography

## Acceptable Fonts Communications Font

### Header Font

Century Gothic font family should be used in all header print and most digital communications that accompany Sage Alliance's logo.

#### Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### *Century Gothic Italics*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Microsoft Font Option

Calibri font family should be used in the body of print and most digital communications created in Microsoft Office Suite that accompany Sage Alliance's logo.

#### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### *Calibri Italics*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Secondary Font

Baskerville font family should be used in the body of print and most digital communications used as collateral and created in the Adobe Suite that accompany Sage Alliance's logo.

#### Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Baskerville Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### *Baskerville Italics*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Company References

When referring to the company, Sage Alliance Schools should be used in the first reference. Sage Alliance Schools may be used in all other references. Sage Alliance should always be capitalized.

# Official Sage Alliance Corporate Logo Colors

## Official Sage Alliance Corporate Logo Colors

### Sage Alliance Corporate Yellow

**Pantone** 7405C

**Hex Color** #efcd48

**CMYK** C6 + M16 + Y100 + K0

**RGB** R242 + G205 + B20

### Sage Alliance Corporate Logo Blue

**Pantone** 281 C

**Hex Color** #1b2d53

**CMYK** C100 + M87 + Y38 + K33

**RGB** R27 + G45 + B83

**Sage**  **Alliance**  
**Schools**  
**Transformation Begins Here.**

## Official Sage Alliance Corporate Colors

### Sage Alliance Corporate Yellow

**Pantone** 7405C

**Hex Color** #efcd48

**CMYK** C6 + M16 + Y100 + K0

**RGB** R242 + G205 + B20

### Sage Alliance Corporate Blue

**Pantone** P 107-15 C

**Hex Color** #00578c

**CMYK** C97 + M69 + Y20 + K5

**RGB** R0 + G88 + B145

### Sage Alliance Corporate Logo Blue

**Pantone** 281 C

**Hex Color** #1b2d53

**CMYK** C100 + M87 + Y38 + K33

**RGB** R27 + G45 + B83

### Sage Alliance Corporate Cool Gray

**Pantone** P 179-3 C

**Hex Color** #d2d5d4

**CMYK** C17 + M11 + Y13 + K0

**RGB** R210 + G213 + B212

# Original Photography

Impactful photography that captures the self-confidence and skills students gain at Sage Alliance Schools, needs to be balanced with sensitivity and respect for privacy. Therefore, **Transformation Starts Here** will be supported by two types of imagery:

**Candid images**  
and scenes that feature classrooms,  
therapeutic sessions, and activities  
involving students faculty, and  
therapists, yet also somewhat  
non-descript.



# Original Photography

## Close up imagery

that is non-identifying but expresses the emotion, energy, and healing found on Sage Alliance campuses.



# Original Photography

## Faculty, therapists, administrators, and staff

photos should exude positivity  
and express enthusiasm  
and warmth that students  
experience directly.



# Stock Photography

## Stock Photography

will no doubt be deployed in marketing, especially when close-up images are needed to represent the student body. Deliberate choices when selecting stock imagery can capture the intelligence, authenticity, and spirit of Sage Alliance students and the community. These samples provide some inspiration.

Whenever possible, represent Sage Alliance's diversity of ages, grade, gender, and ethnicity.





# Design Applications

## Expanded Use of the Star

The star and all it symbolizes — guidance, renewal, and hope — is an awesome icon to represent the Sage Alliance brand.

Currently used in the logo, its use can be broadened for more impactful storytelling.

# Design Applications



The star can be used as a stand alone graphic, incorporating photography within the geometric sections.

The color for this usage would be Sage Alliance Corporate Blue 100%.

The stars can also be used as a highlight for calling out statistics. In this case it would be a 35% screen of white over one of the corporate colors.

## School districts and families recommend Sage Alliance Schools

**#1**

preferred placement among many Child Study Teams in New Jersey. The **Naples Act** allows school districts to ensure students are placed in a best-fit, accredited school.

**98%**

of district partners surveyed would recommend Sage Alliance to colleagues.

**91%**

of district partners are confident of a good outcome with Sage Alliance.

**95%**

of parents surveyed are satisfied to extremely satisfied with their child's placement and transition to Sage Alliance.

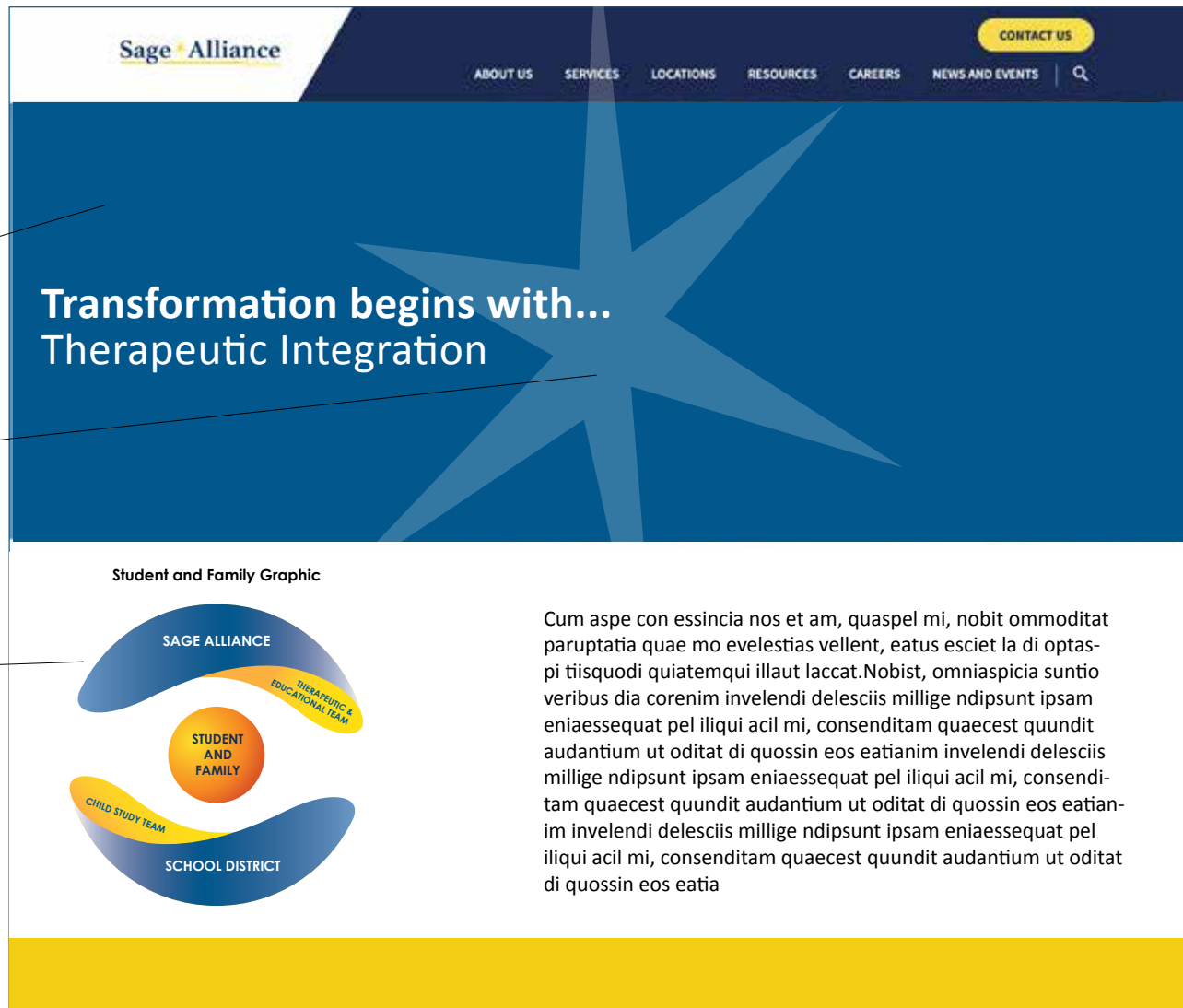
# Design Applications

## Web landing page

Background color is Sage Alliance Corporate Blue. This color fades into a photograph.

The star graphic separates the blue field from the image. Star is an 20% screen of white.

Student and Family Graphic has been updated to reflect Sage Alliance colors.



# Design Applications

**Get it right the first time.  
Talk to Sage Alliance.**

**When students are in crisis or no longer functioning in school, finding the right out-of-district placement can turn things around immediately.** Sage Alliance — New Jersey's leading therapeutic school — is the resource to help you get students back on track. We've been a district partner for more than 25 years, a mainstay for kids who struggle with emotional and behavioral challenges, and a school where everything comes together to support student progress, healing, and success. School-based therapists who get to the root of issues through individual, group, and family therapy. Teachers who can engage and customize learning. And a culture and climate where many students feel safe, seen, and valued for the first time in their lives.

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**Get to know us. Book a consultation.**

**Sage Alliance**  
Schools  
**Transformation Begins Here.**

## Sample Email Marketing

Background color is Sage Alliance Corporate Blue. This color fades into a photograph.

Star graphic separates the blue field from the image. Star is an 20% screen of white.

# Terminology

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## Preferred Terminology

- Sage Alliance Schools or Sage Alliance on first reference. Sage Alliance always used on second reference.
- School-based therapists

## Do Not Use

- Sage Day, Sage, (New Alliance Academy?)
- Clinicians