

## The Global Teacher Prize Brand identity



### Launching the ‘Nobel Prize’ of teaching...

The Varkey GEMS Foundation is a global charity devoted to providing access to education around the world. With the backing of major international public figures (including the two Bills – Clinton and Gates), they were planning to launch an annual award for the world’s best teacher The Global Teacher Award – with a prize of \$1 million for the winner.

Working with strategic branding consultants BrandCap, our job was to come up with a powerful identity for the Global Teacher Prize. And we didn’t hesitate for a moment about taking as our creative starting-point the way that truly inspiring teachers create a sense of wonder in young minds

### Seeing stars...

But how we could capture that in a simple, user-friendly mark? Kaboom! An image came to us in a shower of kinetic stardust; beautiful, highly emotive, and also just a tad ambiguous. Because whose head is it: the teacher’s (giving off radiant energy), or the child’s (being illuminated by it)?

We used gold to create a sense of prestige, and for added texture; but the mark isn’t reliant upon it (and come on, who didn’t get a thrill when you earned a gold star from teacher!). The graphic power of the image works equally well in black and a white, on an old-school chalkboard. And a simple but highly effective YouTube video, supported by an extensive social campaign, ensured that the “Nobel Prize for teaching” – as it soon became known – achieved a very high profile,

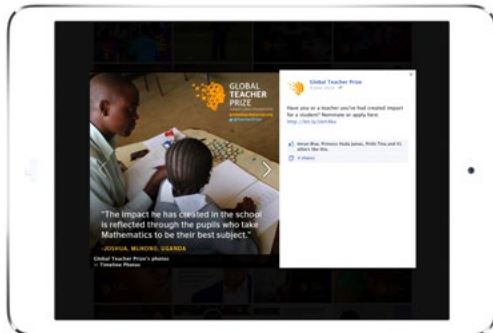
very quickly indeed. At the time of writing, the Prize has just been awarded for the first time – to Nancie Atwell, an English teacher from Maine in the USA, who intends to donate the \$1 million she won to the school that she founded. Now that’s pretty inspiring, isn’t it?

### Kind words...

*“BrandCap and Neon have worked in partnership across a number of significant projects, from the rebrand of the largest private school network in GEMS Educations, a new brand identity for the merger of two global engineering companies in Amec Foster Wheeler too – and of course BrandCap’s very own brand identity. The team at Neon are a joy to work with. They are fantastic at turning brand strategy into a creative concept and they are also excellent at working with the client’s team to create, implement and deliver the brand identity for a successful launch.”*

**MANFRED ABRAHAM**  
Founder & Managing Partner  
BrandCap

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### PROJECT SUMMARY

Brand identity  
Brand guidelines  
Brand animation  
Advertising  
Stationery

