



**FOR IMMEDIATE RELEASE June, 2011**  
North American School of Podology  
Toronto, Ontario, Canada

**North American School of Podology launches new brand identity... and more**



NORTH AMERICAN  
SCHOOL *of* PODOLOGY

Previous Logo



New Logo

After more than a decade since its inception, founder Katharin von Gavel is pleased to announce that the North American School of Podology (NASP) now has a brand new identity, supported by a new tagline and associated marketing materials.

The revitalized icon and wordmark now encapsulate a more graphic and literal interpretation of the school's offerings, clearly communicating its leadership in foot care related education – whether for Nail Technicians, Pedicurists, Estheticians, Nurses or Allied Health Care Professionals.

In addition to the new logo, a new tagline was also created which will be used on various marketing support materials and in future communications initiatives.

"Our new tagline **"Educate. Differentiate. Elevate."** optimally communicates the features and benefits of taking NASP courses to our prospective students. In essence, NASP has elevated the basic pedicure to the art and science of Pedi-CARE," states von Gavel.

Leveraging the core equities of NASP's former logo, the refreshed, brighter blue sphere now contains a silhouette of healthy feet and a stylized "yin-yang in motion", which communicates the ongoing partnership that NASP cultivates with its graduates.



In conjunction with the logo revitalization, the promotional brochure for NASP's progressive courses – culminating in a Bachelor of Science, Podology (BSc Pod) – has also been redesigned and now summarizes all 5 levels of education in one handy, concise format.

To maintain consistency of communication with NASP's new brand identity, revitalization of the NASP website is now in progress, with the anticipated re-launch date of July, 2011. In addition, there are a number of other initiatives in the works, which will also be branded with the new NASP logo.

"NASP is the respected leader in foot-care related education across North America: with our new logo and communication pieces, NASP will strengthen its stature at the forefront of the industry. Our mission is to change the quality and safety of pedicures... one foot at a time," said von Gavel.

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For further information or to set up a personal interview with North American School of Podology Founder, Katharin von Gavel, please contact:

Eniko M. Campbell  
Vice President, Marketing  
North American School of Podology  
T: 416-742-1313 XT 261  
TF: 888-442-4408  
E: [ecampbell@kvgroup.com](mailto:ecampbell@kvgroup.com)