



2024 Enrollment Advertising Campaign
Design Conceptual

Badges of Merit

Prepared by
Maker Learning Network
Outreach & Creative Services

12/20/2023



Badges of Merit for a School that Merits Attention!

Many features and benefits in and around Colorado SKIES Academy distinguish it from any other middle school in the Denver area, the state of Colorado, and perhaps anywhere else in the country.

With the “Badges of Merit” campaign, we aim to graphically celebrate these features and benefits with a growing set of unique, eye-catching, and conversation-starting badges. Each badge will be featured on all marketing and advertising for that particular program and reinforce the wide range of authentic aerospace learning experiences only available at CSA over the course of the entire campaign.

Further, we propose producing each badge as an embroidered patch to be presented to CSA students to recognize skills acquisition, character development, academic excellence, and school spirit. These badges can be proudly worn on flight jackets or a school sash and act as a walking and talking advocate for the outstanding middle school experience that is Colorado SKIES Academy.



The Badges

An evolving set that will continue expanding as new projects and programs are introduced.



Branded Support Graphics

Additional elements represented as badges for branding support within the campaign.



As Applied To
Social Advertising Graphics

A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy

Authentic deeper learning
Unique, aerospace-focused projects



**ADVANCED
ROCKETRY**
CSA

Enroll Today.
Let your dreams take
flight tomorrow!

A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy

STEAM-Powered
Deeper learning.
Real-World
Applications.



Enroll Today.
Let your dreams
take flight tomorrow!

AEROSPACE PROJECTS
BLUE SKIES TO BLACK
COLORADO SKIES ACADEMY

Each image focuses on actual learners engaged in activities of merit directly related to the featured badge.

As Applied To
Social Advertising Graphics

A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy
Peak performance
in mind, body and spirit.

Enroll Today.
Let your dreams
take flight tomorrow!



A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy
Design, build, soar!

Enroll Today.
Let your dreams
take flight tomorrow!



Each image focuses on actual learners engaged in activities of merit directly related to the featured badge.

As Applied To
Social Advertising Graphics



Each image focuses on actual learners engaged in activities of merit directly related to the featured badge.

As Applied To
Social Advertising Graphics

A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy
Exploring new technologies
through real-world
applications.

Enroll Today.
Let your dreams
take flight tomorrow!

BLUE SKIES TO BLACK
AEROSPACE PROJECTS
COLORADO SKIES ACADEMY

A photograph of two young boys in a computer lab. The boy in the foreground is wearing a camouflage shirt and is looking at a computer monitor. The boy behind him is also looking at the monitor. In the background, other students are working at computers. A sign on the wall says "RESEARCH".

A TUITION-FREE MIDDLE SCHOOL SERVING GRADES 6-8

Colorado SKIES Academy
Hands-On Learning!

Schedule a Tour Today.
Let your dreams
take flight tomorrow!

COLORADO SKIES ACADEMY

A photograph of three young boys in a hands-on learning environment. They are wearing blue gloves and are working on a project on a table. There are various materials and tools on the table. A sign on the wall says "RESEARCH".

Each image focuses on actual learners engaged in activities of merit directly related to the featured badge.

As Applied To
Social Advertising Graphics



Each image focuses on actual learners engaged in
activities of merit directly related to the featured badge.