



Expressing the
YOU





HELLO

We're happy you're here

The Brand



“Your brand is what people
say about
you when you’re not
in the room

-Jeff Bezos, Amazon Founder

WHAT IS A BRAND ?

A brand isn't a logo. Or our business cards.
It's not words on a page or images on a screen.
It's not a billboard or an event booth.
It's these things, but really, so much more.
Most important, a brand is about people.
When you interact with someone, they won't
always remember the particulars of your
conversation.
But you can be sure they'll remember
how you made them FEEL. That's a brand.

YOU'RE OUR BRAND ADVOCATE

As a part of Soul Lifting Academy,
our brand reputation depends on you.

And that's why we've
carefully created this guideline to
help you tell our brand story



Who we are

Soul Lifting Academy is an organisation that specializes in raising a new breed of young talents who will express their talents without greed but as an instrument of peace to the world

Our Mission

To Discover, Inspire, Educate and Train people by creating platforms that expresses , sharpens the skills & broaden the scope of talent in them who seek to discover and redefine thier God given purpose.

Our Vision

To see that every man expresses thier inner resources and become an instrument of peace to the world



Brand Values

Character

We believe and encourage moral and right attitude of our expressors towards social life in a fast value deteriorating society.

Humility

This is a value system we inculcate in our Academy towards advancement, growth and connectivity.

Resourcefulness

we harness in our expressors the skills towards clarity in overcoming difficulties

Inspiration

We are people who are consistently on high energy level, our academy is structured to inspire and to be inspired

Simplicity

By being simple to our expressors, we can easily make a seemly high mountain plain thereby bringing out the best in them.

Team Work

We believe in synergy and the result of combined efforts by sharing information, skills and knowledge to achieve success.



Persona and Personality

We are intelligent,
inspiring, creative,
humble and passionate;
we are spirited,
professional, and
hardworking

Our brand is a reflection of who we are
and what we represent in the world of
work.

If nothing else, our outward facing brand
should represent the best of what we bring
to work as colleagues at this company.

We are deliberately human, passionate,
creative, professional and optimistic.
we believe the impossible doesn't exist
except defined by God.
we make our customers feel and see
this way. Everyone must die empty



Brand Voice and Tone

Here's what we are and aren't

- Passionate (not cowardly)
- Confident (but never arrogant)
- Friendly (not too deep and cooperate)
- Helpful (but not ignoring challenges)
- Simple (not complex and hard to understand)

Our words and actions inspires.
They communicate confidence,
truth and positivity.

We communicate in simplicity and we
listen to our customer's need per time.

we call our students the expressors because
we see possibilities of what they are becoming
We are welcoming, embracing and loving,
treating everyone equally without partiality
in a friendly enviroment.



The Logo



The Logo

This is a wordmark logo. The symbol on the letter “i” indicates a custom letter “S” tweaked in an expressive way. The yellow tweaked circle indicates human head as the letter “S” forms the arm.

The logo portrays freedom and expression



Tagline: **Expressing the YOU**

Our Programs



This is an Expressions Club for Children and Teenagers from ages 3-15 years which they are open to making any choice of their interest in Musical Instruments Training and any of the available Performing Art Activities such As Dance, Craft or Drama



This is a club for Nursing Mothers of babies of 6weeks old and above. This club is for mothers who desire to find their expressions as nursing mothers.

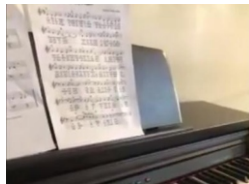
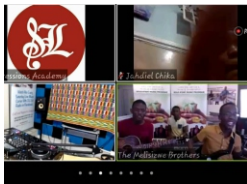


This is a dance workout sessions for adults who want to find expressions in Dance and also loose some body fat along side.

Events

Amazing Kids Concert on Zoom

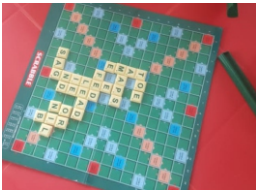
This event was held 2020 During the Pandemic on Zoom Meeting. It was a collaboration with Mr Brights for Kids and Soul Lifting Academy. Guest Artist: The Melisizwe Brothers, DJ Zel, Dechikas, Debbie Sax, Akinyemi Abisola and Olubanke and lots more



Events

Art and Craft Club

This is an art and craft club activities held on zoom during 2020.it was an event aimed to bring out the creativity in our children while they were at home. Art Instructor : Miss Helen of Hart Concept

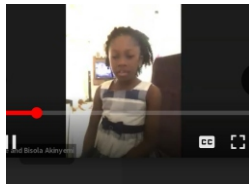
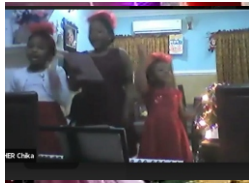
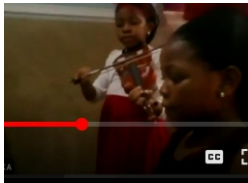
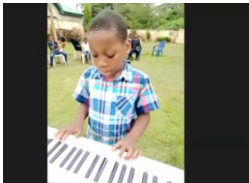


Events

Christmas Carol 2020

The Pandemic didn't stop us from having a fun filled Christmas event in December 2020. It's was Funfilled!

Guest Artist: DJ Zel (Youngest Dj in United Kingdom)



Team members



Co Founder / Creative Director

Nimi Emmanuel



Poetry and Drama
Instructor

Amb. Mensah Miriam
Bertha



Dance Instructor

Oladejo Oladayo



Art and Craft Unstructor

Miss Helen



Thank You

For more info
Visit : www.souliftingacademy.com

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