



French International

SCHOOL OF OREGON

A GUIDE TO THE BRAND



A United Identity

NEW SCHOOL NAME

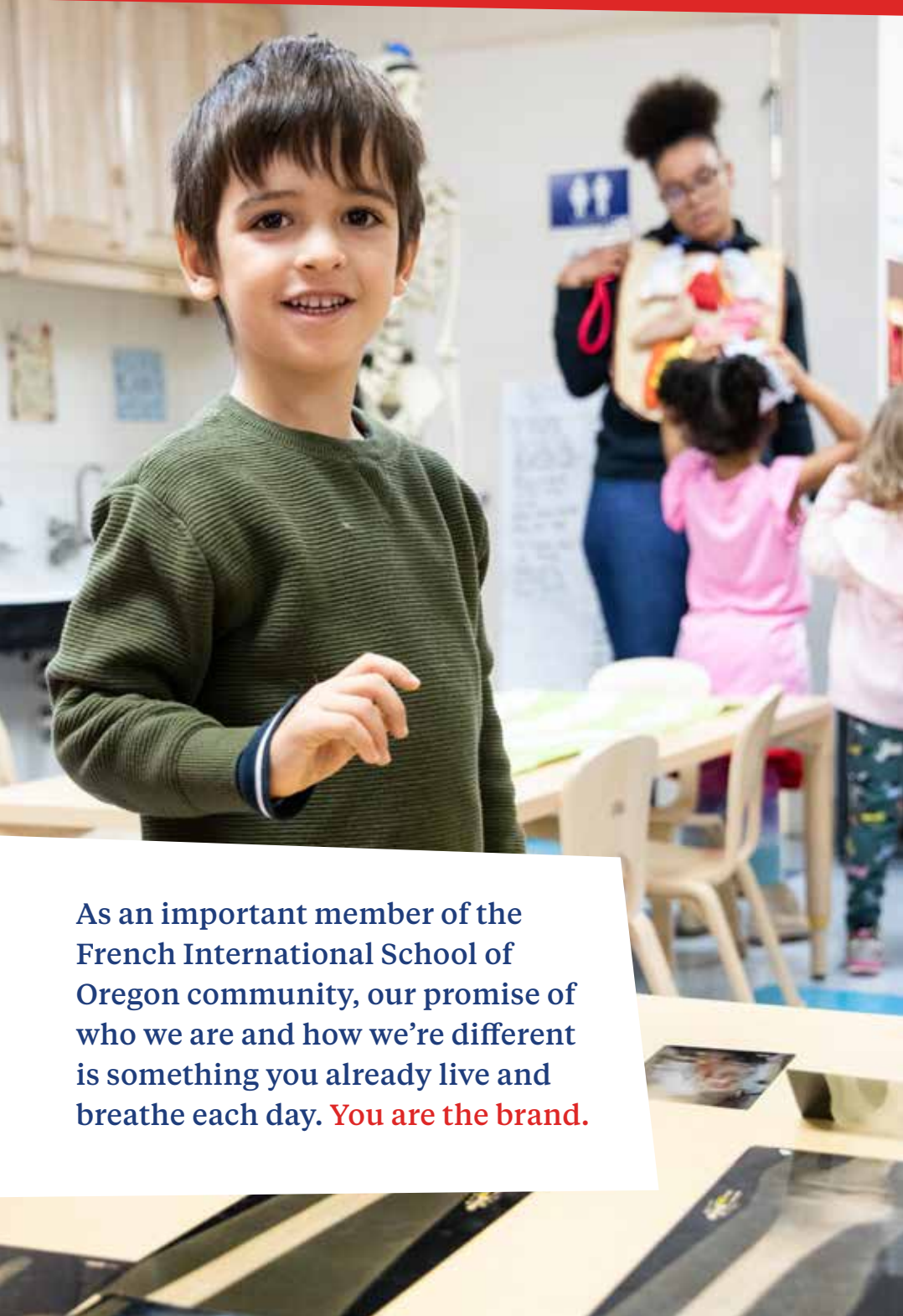
French International School of Oregon
Shorthand: French International

In a few words, French International School of Oregon accurately and concisely describes the unique education students receive from early childhood through grade 8. Early in the discovery process—through a combination of interviews, surveys, and industry research—it was clear that French and International were important words to all stakeholders (parents, faculty, staff, students, trustees, alumni, and alumni families). The new name connotes the school is an entity that is connected to a broader network of French International schools. By using Oregon as an identifier, it places the school geographically in the world while also implying a more expansive view of the region.

NEW SCHOOL LOGO

The new logo is a timeless symbol that accurately reflects how French International School of Oregon educates students from a global perspective giving them a leading edge to engage with inclusivity, achieve with integrity, and excel with distinction. The logo is visually impactful by offering different perspectives—one might see the earth and stars, or nurturing hands around the earth, or a child's arms reaching for the stars, symbolizing their aspirations—each perspective leaving a lasting impression. It is intentionally proportioned to function in many sizes and applications, including digital, print, and embroidery.





As an important member of the French International School of Oregon community, our promise of who we are and how we're different is something you already live and breathe each day. **You are the brand.**

A Guide to the Brand for French International School of Oregon

WHAT IS A BRAND?

A brand is the promise you make about who you are as an educational institution, the needs you fulfill for students and families, and how you are different from peers or competitors. A key component of your brand is your verbal identity: a carefully crafted positioning statement and three key messages that articulate your brand promise in words.

WHY ARE WE FOCUSING ON OUR BRAND?

French International offers an exceptional educational experience for our students. With a verbal identity that clearly and concisely articulates who we are integrated throughout our marketing materials, we will raise awareness of our unique identity and successfully attract prospective families.

WHERE DO I FIT INTO THE BRANDING PROCESS?

As an important member of the French International community, our promise of who we are and how we're different is something you already live and breathe each day. You are the brand. By joining together and telling our story through consistent language and curated visuals, we will magnify French International's powerful message and create lasting impressions.

YOU CAN HELP IN THE FOLLOWING WAYS

- 1 Familiarize yourself with the brand identity, key messages, and the value they offer.
- 2 Communicate the unique value of a French International education to your network of family, friends, neighbors, and fellow educators at other schools.
- 3 Regularly share news and successes with the Director of Marketing and Communications to help us communicate the French International story to a broader audience.
- 4 Provide feedback to the Marketing and Communications Department on how your network receives our newly articulated verbal identity.
- 5 Recognize that you make French International's brand identity a reality by living it daily and advocating for it among your colleagues, students, and parents.

What is the French International School of Oregon Brand?

POSITIONING STATEMENT

French International School of Oregon provides an exceptional independent school education through the dynamic convergence of language immersion and the IB World School framework. On a beautiful, 15-acre campus in Portland, a global mindset contributes to the school's collaborative, inquiry-based approach to learning, its open-minded community of families, and the deep value it places on diversity of experiences and cultures starting from the earliest ages. Using language as a powerful tool for learning, French International educates students from a global perspective that prepares them to engage with inclusivity, achieve with integrity, and excel with distinction.

KEY MESSAGES TO REMEMBER

- An independent, language immersion and IB World School
- An open-minded community that deeply values diversity
- A global perspective that prepares students to engage, achieve, and excel



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