

LASALLIAN EDUCATION
Transforming Lives Since 1680

BRAND GUIDE

Dear Member of the Lasallian Education Community,

For the past two years the Lasallian Association of Secondary School Chief Administrators, the Lasallian Association of College and University Presidents and the Region have undertaken an initiative to develop a common brand and language for Lasallian schools to shape a common identity. They rightly saw the need for a common language to articulate a common and shared educational experience based on the vision of Saint John Baptist de La Salle, the patron saint of teachers. An objective of the initiative was to enhance the schools' recruiting and marketing potential to prospective students and parents. To assist in this process the chief administrators and presidents engaged the services of the BrandED Consultants Group LLC. BrandED is a recognized educational brand consultancy that advocates an academic enterprise approach to branding by helping organizations build their brand from the inside-out.

More than marketing and recruiting the brand initiative has also been an education and formation experience. Never in the Region's past have so many constituents been involved in a two-year national conversation about the fundamentals of our Lasallian identity. Over 3,500 individuals and 45 schools and institutions participated in engagement sessions and surveys. Through the creation of the narrative, a consensus was achieved on those elements that help distinguish a Lasallian school from other quality Catholic educational institutions. An additional benefit of this project is the Lasallian network of elementary schools, secondary schools, colleges, universities, San Miguel schools and child-care agencies has been strengthened. Many participants have grown in their knowledge and appreciation for our vast network not only in the United States and Canada but around the globe. This in turn has led to increased collaboration and cooperation among the diverse ministries.

This Brand Guide is an outcome of our collective deliberations and decisions. In it you will find the narrative, promise statement and visual identity approved by the Visitors at their meeting on May 25-26, 2011. Now the task before all of us is to implement and make known to both our internal and external audiences in a concise and consistent manner our shared Lasallian heritage and the excellent educational programs and opportunities we provide. This guide is meant to help us do that.

Sincerely,



Brother Dennis Malloy, FSC
President
Regional Conference of Christian Brothers



Brother Robert Schieler, FSC
General Councillor
United States-Toronto Region

Lasallian Education Story

Lasallian Education is the story of the vision and innovations of Saint John Baptist de La Salle, the Founder of the Institute of the Brothers of the Christian Schools and the patron saint of teachers. It is the story of living our mission for over three centuries and centering our beliefs on Catholic values, personal relationships and academic excellence. Our story is about the De La Salle Christian Brothers and their Lasallian Partners who lead one of the largest education networks in the world. The Lasallian Education story is about transformative experiences that enrich each student's cultural, intellectual, physical, social and spiritual development.

In the U.S.-Toronto Region, Lasallian Education is a network of 54 high schools, 14 San Miguel schools, 16 middle schools, 7 colleges and universities, 3 Cristo Rey schools, 2 elementary schools, 15 education centers and other ministries. Combined, these institutions comprise more pre-college level schools than any other religious order in the United States. With a large number and diverse set of constituents, delivering accurate, authentic, concise and consistent messaging is critical to the success of Lasallian Education. To achieve this goal and to help ensure sustainability for Lasallian Education, the Region undertook a brand initiative.

Lasallian Education Brand Initiative for the U.S.-Toronto Region

The purpose of the project was the development of a common language and common identity to effectively articulate the common experiences that Lasallian Education schools and ministries share throughout the Region. The branding process gathered the intelligence necessary to determine how closely aligned stakeholder opinions were about Lasallian Education and its mission. The research findings discovered a broad range of views and numerous applications used by schools and ministries to position themselves as Lasallian. The research found that many stakeholders, especially parents, were unaware of the extent of the network and were not sure how to effectively describe a Lasallian Education experience.

Our Adopted Brand Strategy

In 2011 the Brother Visitors adopted a brand strategy for Lasallian Education in the U.S.-Toronto Region. Lasallian Education leadership recognized the need to develop a brand strategy to help all stakeholders effectively tell the Lasallian Education story, and to align its internal culture with its external reputation. Region, District and Local stakeholders and an outside brand consultancy co-created a brand strategy for Lasallian Education. The strategy includes a brand platform, unifying statement and visual identity. This brand guide provides an explanation of how to use each of the components of the brand strategy and its relevancy to you.

Our Brand

The name Lasallian Education is our brand. It is what we stand for, the common dimensions that characterize and distinguish Lasallian Education from other choices in a competitive education marketplace. When our constituents hear or see the words Lasallian Education a set of associations comes to mind. We want everyone, from parents to students, to Brothers, presidents, principals, trustees, faculty, staff, alumni, donors and friends to think of similar associations when they hear or see the words Lasallian Education.

Our Audience

The largest number of constituents for Lasallian Education is our prospective students, parents, donors and friends. Our brand strategy was adopted with this primary audience in mind. Our research shows parents are unaware of the scope of the Lasallian Education network. They indicated their inability to effectively tell the Lasallian Education story to others. The brand strategy is designed to increase awareness and ensure everyone tells the Lasallian Education story in an accurate, authentic, concise and consistent manner. Consistently telling our story through channels like collateral materials, emails, mobile devices, social media, speeches, text messages, websites and word of mouth marketing ensures alignment of our internal culture with our external reputation.

Our Brand Platform

The brand platform is a short baseline summary designed to capture the essence of Lasallian Education and is used to communicate the essence in an accurate, authentic, concise and consistent manner. The brand platform directs conversations, curriculum development, human resources, parent orientation, student recruitment, website content and other important ways of communicating and operationalizing strategic plans at a Region, District and Local level.

The components of our brand platform are a narrative, promise, reasons to believe and proof points of a Lasallian Education experience. The brand platform provides the resource necessary to help internal and external audiences effectively tell the Lasallian Education story.

Our Narrative

The narrative provides the opportunity to expand a conversation and effectively tell our story to internal and external audiences. Whether in advertisements, brochures, emails, letters, social media, text messages or websites, the narrative is the framework for telling the story of Lasallian Education. Our narrative is:

Since 1680 educational institutions in more than 80 countries have been influenced by the vision and innovative spirit of Saint John Baptist de La Salle, the Founder of the Institute of the Brothers of the Christian Schools and the patron saint of teachers. De La Salle transformed education by forming a community of educators with whom he developed a spirituality of teaching and learning, to give a human and Christian education to young people, especially the poor.

Lasallian Education centers on Catholic values and personal relationships, emphasizing academic excellence, faith formation, inclusion, respect for the individual, service and social justice. A Lasallian Education strives to enrich each student's cultural, intellectual, physical, social and spiritual development.

Today, the De La Salle Christian Brothers and their Lasallian Partners continue to respond to students through advancements in teaching, technology and scholarship. In Lasallian communities, educators touch hearts, stimulate minds and cultivate leadership to prepare students for life, work, and service to society and the Church.

Our Brand Promise

The brand promise states what a Lasallian Education experience will deliver to its constituents. This message provides the foundation for communicating the essence of Lasallian Education. Our brand promise starts a compelling conversation about Lasallian Education. Our brand promise is:

The Lasallian educational mission provides transformative experiences that are innovative and holistic.

Reasons to Believe in Our Brand

The reasons to believe are the overarching motives that drive people to support Lasallian Education. They are the pillars of the brand promise and answer basic questions about what distinguishes Lasallian Education from other choices. The reasons to believe give credibility to our brand and differentiate us from our competition. Our reasons to believe are:

- *Teaching based on the vision and spirituality of Saint John Baptist de La Salle*
- *Living the Institute's mission for more than three centuries*
- *Centering on Catholic values and personal relationships*
- *Leading with De La Salle Christian Brothers and Lasallian Partners*
- *Advancing innovations in teaching, technology and scholarship*

Proof Points of Reasons to Believe in Our Brand

The proof points are examples of reasons to believe in Lasallian Education. They validate our brand. Proof points add value to our brand and provide the opportunity for others to share our story. Proof points are the outcomes of a Lasallian Education.

Brand Platform Worksheet

On the following page is a worksheet highlighting the components of our brand platform, including our brand name, promise, reasons to believe and unifying statement. The worksheet is created to help ensure consistent messaging about the Lasallian Education brand, but flexible enough so that it can be applied differently from user to user. It is designed for you to list examples (proof points) of how your school or ministry delivers our promise and examples of reasons to believe in Lasallian Education.

The brand platform worksheet can be printed out and help you produce communications and inspire actions that bring our brand to life. Here are just a few examples; developing talking points for a presentation, prioritizing content for a website, working on an agenda for a retreat, creating a job description, planning an event, outlining a proposal and determining how your school or ministry aligns with the essence of Lasallian Education.

Brand

Lasallian Education

Promise

The Lasallian educational mission provides transformative experiences that are innovative and holistic.

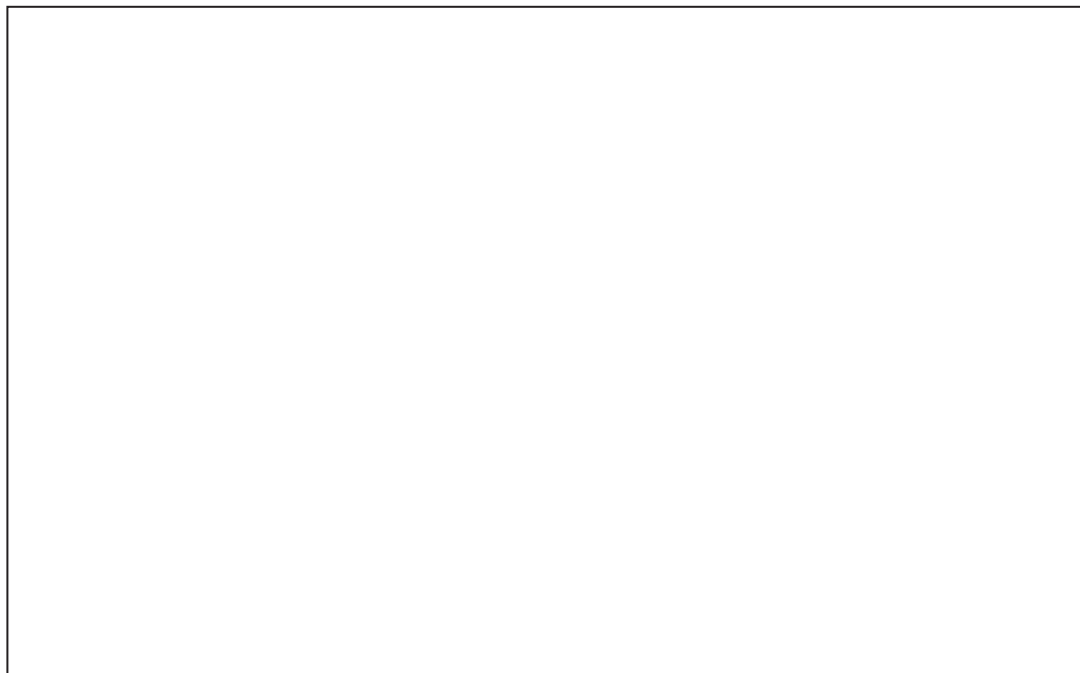
Reasons to Believe

- *Teaching based on the vision and spirituality of Saint John Baptist de La Salle*
- *Living the Institute's mission for more than three centuries*
- *Centering on Catholic values and personal relationships*
- *Leading with De La Salle Christian Brothers and Lasallian Partners*
- *Advancing innovations in teaching, technology and scholarship*

Unifying Statement

Lasallian Education: Transforming Lives Since 1680

Proof Points





Our Visual Identity Story

Known as the *Crossed L*, the logo pictured above is the visual representation that best captures the essence of Lasallian Education. This distinctive mark speaks directly to an education rooted in Catholic faith and values.

The design process began with extensive research dating back to the earliest seal described in the 1751 General Chapter. A vast array of crests, emblems, shields and stars were examined and classified. Lasallian school booklets, brochures, business cards, catalogs and websites were also gathered. Logo themes and variations were tested with stakeholders in order to determine which images best exemplify the Lasallian Education story. A clear majority of stakeholders agreed that the *Crossed L* revealed a story that is simple, easy to reproduce and pictured in the mind's eye. Constituents realized the new logo is differentiated from visual images already in wide use by schools and ministries.

Comments from stakeholders around the Region were noted. One parent commented, *This is so simple my daughter can easily draw this logo and I can tell the Lasallian story.* Another constituent noted, *Our Founder gave up the comforts of life in order to educate and serve in the presence of God.* These comments help build the identity story.

The Lasallian Education logo is a supporting identity, it is not meant to replace existing school or ministry identity systems. Consider this example; every major league baseball team has its own logo supported by the smaller MLB overarching identity.

Logo

The *Crossed L*, incorporates a customized letterform set within a solid blue rectangle. The color has been specified for print and digital applications. The approved colors include RGB (R45, G86, B164), CMYK (91,74,1,0) and Pantone (PMS 7455C) colors. At the Region level, this color is referred to as *Lasallian Blue*. There are variations for reproduction illustrated below. It is important to note that previously established color palettes can be substituted.



Shown above is the classic *Lasallian Blue* logo. Specifically designed for use at the Region level, it includes the picture mark and customized typography (also known as logotype).



Pictured above is an example of a 1-Color reproduction in *Lasallian Blue*.



The example illustrated above is economically reproduced in Black and White.



Shown above, 1-Color plus Black application reproduced from a school color palette.

Picture Mark

As the Lasallian Education logo becomes widely embraced and executed, the *Crossed L* offers the potential to become a smaller stand-alone supporting graphic that can eventually be applied to a wide range of applications such as; banners, baseball caps, football helmets, school uniforms, signage, t-shirts and websites.

*Lasallian Blue*

Solid Black



School Color

Signature and Unifying Statement

An extension of the logo and picture mark is a customized typographic signature and unifying statement designed for applications in print and digital media. Lasallian schools and ministries have already adopted a number of graphic elements including crests, emblems, logos or shields in their identity programs. This signature and unifying statement is designed as a supporting Lasallian Education identity.

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The picture mark, signature and unifying statement above is reproduced in *Lasallian Blue*, solid black and a school color. Best results are achieved when printed on a white or very light background. The options above can be reversed out of a dark background to maintain maximum contrast.

Logo Applications

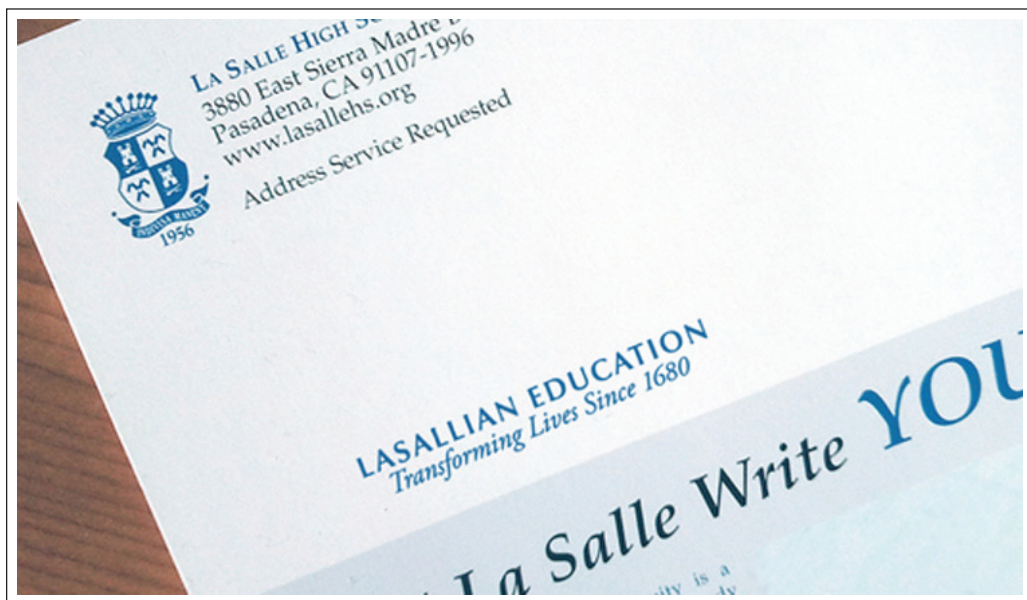
The *Crossed L*, picture mark, signature and unifying statement are designed for multiple applications. As the brand platform and identity become widely embraced and executed, it is possible to use only the picture mark like the *Nike Swoosh*.



Logo and unifying statement.



Picture mark reversed out of white on a football jersey.



Signature and unifying statement reproduced on a school publication.

Contact Information

The Christian Brothers Conference office in Washington, D.C. is responsible for managing the Region's brand. The office works closely with the Brother Visitors, General Councilor, District Directors of Education and other stakeholders and consultants deemed appropriate on issues related to the Lasallian Education brand.

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