

WEBSITE BRANDING

PRINT MARKETING

BRAND IDENTITY



TRADESHOW STRATEGIES

SOCIAL MEDIA INTERFACE

PRIMARY BRAND MESSAGE

**IDEOGRAPHIC STRATEGIES INC** **ISI**

## LANGLEY SCHOOL DISTRICT - ISP

Transforming Students to Global Citizens

### Highlights:

- Strategic Brand Marketing Plan
- Brand Roadmap + Motto
- Corporate Identity Rebranding
- Website Development
- Social Media Branding and Training
- International Tradeshow Strategies
- Print Marketing + Collateral
- Video Branding + Script Development
- Social Media Content Strategy + Brand Integration
- Agency of Record

### Measurable-Results:

Increased Revenues by 135%  
2013 ~ 2014

In the Summer 2013, the second longest-running International Education program in BC, SD35, selected ISI to rebrand their global marketing material. The business development strategy was to have international students, agents and parents rediscover, online, the Langley brand experience. Langley's online brand marketing strategy was supported with a balanced combination of traditional print and contemporary social media networks.

"Focused Determination, Infinite Possibilities" was developed to encapsulate the Langley primary brand message to its worldwide target audience. "Transforming Students to Global Citizens" was created as a secondary brand message to promote the competitive advantages of the SD35 to its targets.

*"... I want to share my team's gratitude... for helping us rediscover our brand experience. ISI worked side-by-side with our entire department to fully comprehend our core values and competitive advantages... In essence, Focused Determination with Infinite Possibilities summarized our rebranding process with ISI.*

*We love how ISI incorporated all our ideas. We look forward to a long relationship with ISI Branding as our marketing agency."*

— Barry Bunyan, *Director*

A rainbow mosaic was designed to reflect the diversity and inclusiveness of Langley and goals of each stakeholder, and is portrayed by a single multi-cultural student representing the traditional dreams of the next generation of global citizens.



**ISI** IDEOGRAPHIC STRATEGIES INC  
30 YEARS | 1986-2016

WHERE IDEAS INFORM  
89 GORE AVENUE  
VANCOUVER, BRITISH COLUMBIA  
CANADA V6A 2Y8

TELEPHONE: 604 253 7755  
FACSIMILE: 604 253 7733  
ROI@ISIBRANDING.CA  
ISIBRANDING.CA

BRAND MARKETING  
WEB + SOCIAL PR  
NEW MEDIA