



BIRLA INTERNATIONAL SCHOOL

Brand Concept, Brand Identity

We needed to create a brand for two Birla Group schools – Ashok Birla International School and Sunanda Birla International School. Although both these schools were independent, the objective was to create a visual identity that connected them to each other, as they belonged to the same parent brand.

Connecting the Identities of Two Schools

Schooling is about facilitating this self discovery.

Transforming unclear dreams into definite triumphs.

Moulding a child.

SBIS & ABIS facilitate this self-discovery, the freedom to learn, explore and dream.

Birla schools not only emphasize on student freedom but also provide avenues to enable students to “educate themselves”

A school that is integrated into its natural surrounding allow the students to be harmonious with nature despite a chaotic city life.

The Visual Identity

Using this concept of “Organic Education”, the visual identity of the Schools is composed of elements that stem from a triangle-shaped building block showcasing the dynamic dichotomy of agility amid stability. The logo has fluid leaf graphics within this triangle forming an ‘S’ and ‘A’ for both schools respectively, the plant form contributing to the organic quality of the brand.



SUNANDA BIRLA
International School

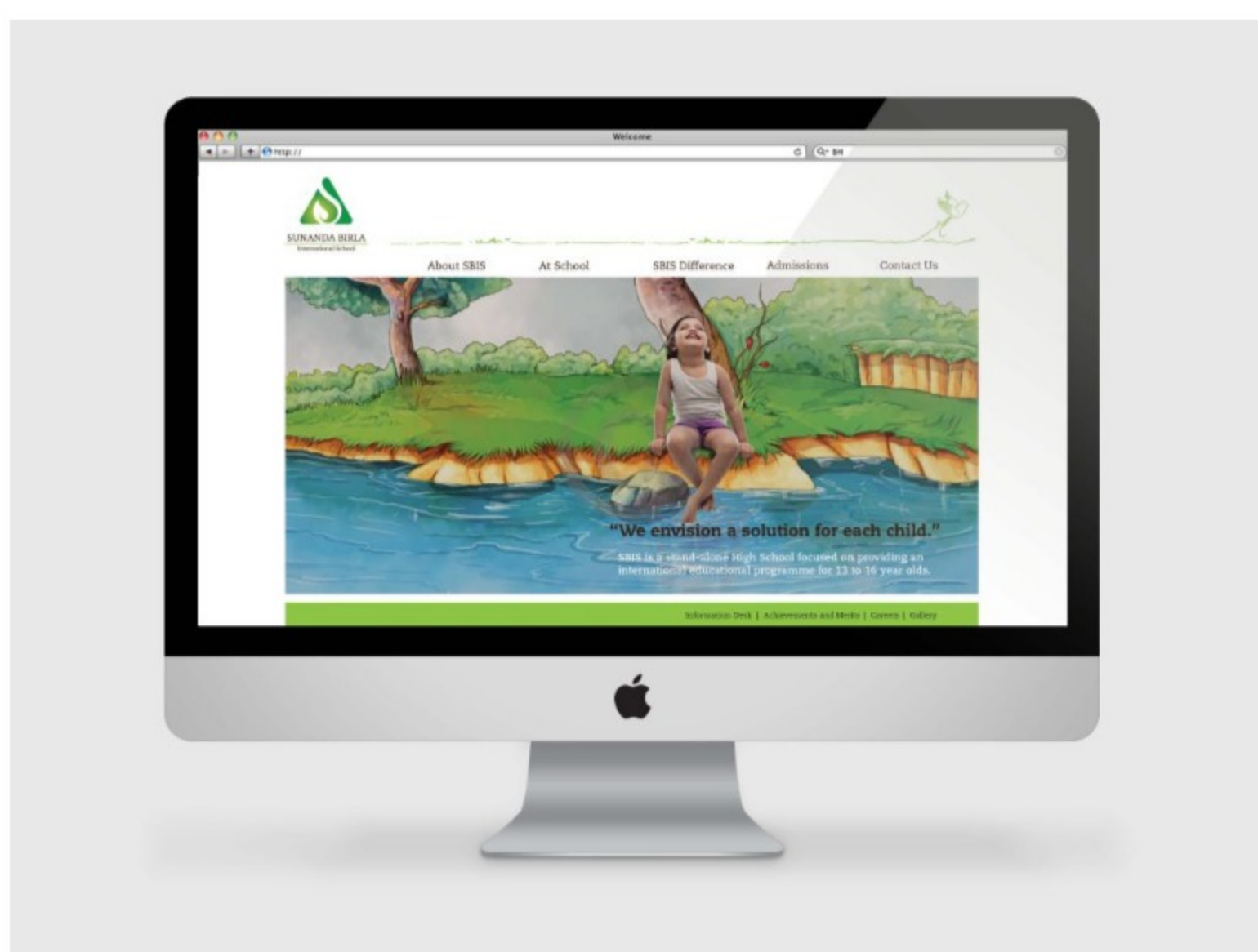


ASHOK BIRLA
International School

Binding the Schools: Holistic Organic Education

The Birla schools not only emphasize on student freedom but also provide avenues to enable students to educate themselves by empowering holistic education. The Schools are integrated with natural surroundings allowing the students to be harmonious with nature despite the hustle and bustle of city life. Providing a natural environment for true and holistic growth, the organic education that is provided grows with the student no matter where they go.

An organic education,
that grows with the student
no matter where they go



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