





**H
S
E**

BRAND POSITIONING

The history of The International School Manila (ISM) runs in parallel with the history of the Philippines directly following the Spanish-American war.

ISM was originally founded as “The American School” in 1920 by American and British expats because they wanted to provide a curriculum that was comparable to the American school system their children were accustomed to. The school was renamed “International School Manila” in 1970 to reflect the global community that was represented at ISM.

The school’s rich history is woven along with major international historical moments such as WW2, the Philippines gaining independence from the U.S., and the EDSA People Power Movement. Along with this, the school has relocated 6 times as a result of the growing student population.

Today, 103 of 195 countries are represented at ISM, with a total of over 2300 students spread across 7 hectares in the heart of Taguig City in Manila, Philippines.



The International School Manila (ISM) is just a year out from celebrating its 100th anniversary since originally opening doors as the American School Manila. Although originally established as an American school catering to American children, the institution expanded its reach in response to both Manila becoming a global trade hub and a booming international student body that valued the merits of academic rigor and prestige.

Today, ISM is faced with a conflicting identity that no longer reflects the strengths of the school—a state-of-the-art facility, a strong academic foundation, and a vibrant community that belongs to over 100 nationalities.

The International School Manila will need to craft an identity that compliments the school's modern and dynamic reputation, while also honoring the path that has paved way for the school to be where it is 100 years later.

PROGRESSIVE

without being **polarizing**

STIMULATING

without being **distracting**

PRESTIGIOUS

without being **pretentious**

DIVERSE

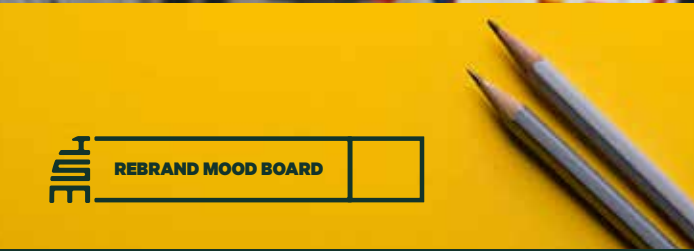
without being **crowded**

MODERN

without being **expected**

DYNAMIC

without being **overwhelming**



HSE

LOGO DEVELOPMENT



①



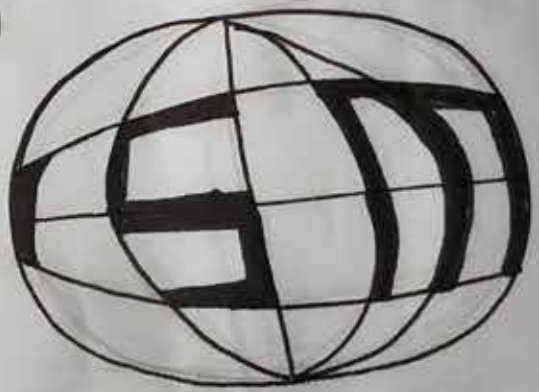
②



INTERNATIONAL
SCHOOL MANILA

⑤

④



INTERNATIONAL
SCHOOL MANILA

The brandmark for ISM should represent the diverse student body, while honoring the history and pathways that have contributed to the growth of the school. Through this exploration, the final logo is a balance of all three conceptual directions, staying true to the core values of the school.



Intersections

International schools exist to provide families that participate in international business a consistent education since they typically move around every 2 years. This idea highlights the transient nature of the student body through the literal representation of crossing paths.

Global

The school has grown to be a truly global one, representing 103 of 195 countries from around the globe. Although the halls are filled with different nationalities and identities, they make up one unique community.

Heritage

A part of the school's history is going through 6 different relocations to get to the current campus. To honor the roots that unifies the present-day student body, this mark represents one of the original street intersections where the campus was located.



ISME

**INTERNATIONAL
SCHOOL MANILA**



The primary logo is drawn from the unique architectural makeup of the campus, which can be used in isolation as a monogram to represent the school. The holding box attached housing the full name “International School Manila” is constructed through the monospace grid system derived from the monogram. The rectangular shape allows for modularity through the ability to tack on additional brand elements while staying consistent with the developed grid system. To further connect the brandmark, the “I” is customized by adding crossbars to the cap-height to connect with the “I” in the monogram.

The monogram is used as a standalone piece for areas where the school has already been established. To make this an all-encompassing mark for the school, the logo should always reflect the primary school colors—ISM Deep Green and ISM Gold when in isolation.



ISM's mascot, the Bearcat, was redesigned to compliment the new brandmark in order to fully bring the brand to life. The logo follows a similar system to the brandmark, that adapts to be flexible with the athletic space that it will live in. The primary colors drawn from the brand's ISM Deep Green and Gold, while adding hues unique to the athletic department, Spirit Green and Spirit Gold, that allow for further enhancement within this space.

The logo consists of the letters 'HSE' in a bold, sans-serif font. The letters are stacked vertically, with the 'H' on top, 'S' in the middle, and 'E' on the bottom. The letters are white and have a slight shadow effect.

HSE

A white rectangular frame with rounded corners, containing the text 'VISUAL IDENTITY'. The frame is positioned to the right of the 'HSE' logo.

VISUAL IDENTITY

Deep Green
RGB: 17 51 42
CMYK/OGV: 0 0 0 93 / 0 63 0
Hex: 11332A
Pantone: 627 XGC

Gold
RGB: 183 140 48
CMYK: 2 18 100 18
Hex: v
Pantone: 117 U

Ivory
RGB: 252 250 241
CMYK: 0 0 2 0
Hex: FCFAF1
Pantone: P 1-1 U

Charcoal
RGB: 57 69 77
CMYK/OGV: 38 0 0 82 / 0 0 12
Hex: 3a454d
Pantone: 432 XGC

Spirit Green
RGB: 39 73 64
CMYK/OGV: 81 50 67 45
Hex: 264940

Spirit Gold
RGB: 160 133 47
CMYK/OGV: 36 41 100 10
Hex: A0852F

School Collateral

This pairing is used for any branding and promotional materials that are used to compliment that landmark.

Calibre Regular
50pt, all caps,
44pt leading, -40pt tracking

Klinik Slab Bold
20pt, title case

Klinik Slab Book
13pt, sentence case,
15pt leading, no tracking

WHY IS THE YELLOW SHIRT SO UNPOPULAR?

Student Opinion

Unlike many other schools, ISM has an objectively more lenient uniform policy: students are given the option to choose from 4 shirt colors, including green, yellow, white or black, and between 2 shorts—black or khaki. Ironically, the shirt color which should captivate the most attention receives the least: the yellow one.

Internal

This pairing is used for any internal branding for departments and groups that live under the ISM umbrella. For this, the typeface will carry the same weight as the brandmark so that it can seamlessly fit in the rectangular holding device. This is to be used as an extension of ISM, rather than to promote ISM.

Calibre Black
50pt, all caps,

PHYSICS

Athletic

Used for athletic departments, can be promotional.

New Athletic M54
50pt, all caps

GO BEARCATS

New Athletic M54
30pt, all caps,
360pt tracking

R U G B Y



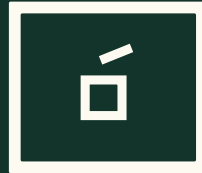
ISME



ISME

Icon Set

The monospace icon set can be used as an additional branding piece for the departments within ISM. The rectangular container allows for the icons to easily be tacked onto the landmark.



Spanish



Chemistry



Dance



Drama



English



History



Economics



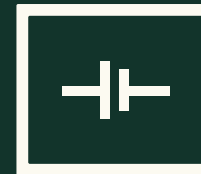
Biology



Music



Math



Physics



Film



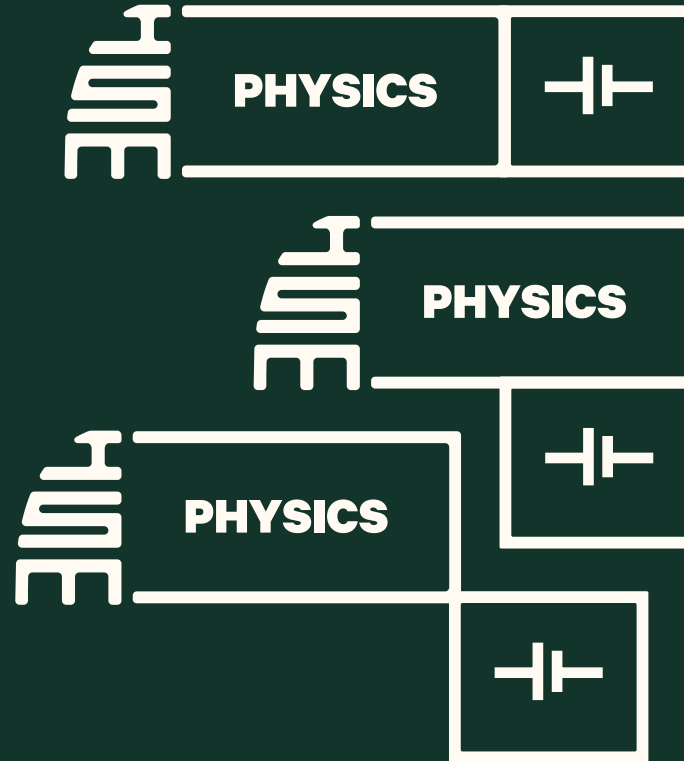
Computer
Science



Foreign
Language

Icon Use

The icon set is stackable and flexible to fit any space condition where the mark may live. This allows for unique expressions that are rooted and deliberate.



Macros

Intersections represented through linework that are zoomed at 500% and cropped to create movement and flow throughout promotional elements. These connect back to the idea of constant streams





A dual-layered gradient map treatment helps highlight the green and gold in photography and. Photography should feature subjects that are unique to the school—the students and faculty.



ISE

BRAND APPLICATIONS



100% COTTON
MADE IN ITALY
HIDE

HIDE

11







Dear Ms. Nguyen,

T. 832 840 8400

University Parkway,
Fort Bonifacio Global City,
Taguig City 1634, Philippines

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20:09



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International School Manila

International School Manila is a private, non-profit, day school for boys and girls from Preschool to Grade 12.
ismania.org



IGTV



students



sports



events





100 YEARS
OF STORIED
ACADEMICS

Write Your Chapter



1 COMMUNITY
BORN FROM
103 NATIONS.

Start Your World.



A SCHOOL
GROUNDED IN
TRADITION.

Embrace Your History.



