

The Lasallian Education Brand (LEB) CASE STUDIES

1 **Lasalliana Academy**, a high school in Atlanta, Georgia was one of the many schools that participated in the various focus groups, surveys, and opportunities for input that led to the creation of the new Lasallian Education Brand (LEB) that was adopted across the Region. Members of this ministry provided valuable contributions to the process and enjoyed engaging with others around this important topic. However, when the final results of this branding project were revealed, many at Lasalliana Academy were not pleased with the choice of the “Crossed L” logo (picture mark) or the Unifying Statement (Lasallian Education: Transforming Lives Since 1680). Now, the leadership of this ministry is hesitant to incorporate any element of the new Lasallian Education Brand into any of its promotional materials because so many at the ministry dislike the outcome of the LEB project. *How should the leadership of this ministry address the situation?*

2 The employees of the **College of Saint Benilde** enjoyed the Lasallian Education Brand process thoroughly. Members of the faculty, staff, and administration participated in the focus groups and surveys. In general, most employees of the small College like the various elements of the brand. In response to the Region’s request that all ministries support the brand and incorporate elements of it into their websites, promotional materials, and orientation programs, the Director of Mission at CSB has requested that the webmaster incorporate the “Crossed L” logo and Unifying Statement onto the College’s webpages. Although the branding process was a very worthwhile experience, the folks at CSB are glad that the brand implementation process is finished so they can now focus on other matters. *Is CSB actually finished implementing the LEB? If not, what else could they do?*

3 **San Miguel Middle School** in Lincoln, Maine recently began displaying the Unifying Statement and other graphical elements of the Lasallian Education Brand (LEB) on their website, admission brochures, fundraising materials, and school letterhead. Although it took a long time to phase in all the new materials, the LEB implementation team created by school administration was successful in doing so. However, the principal of the school, Brother Alloysius, recently received a call from one of the school’s benefactors who was surprised to see that the school adopted a new logo. Over the course of the week after the roll-out of the updated promotional materials and website, Brother Alloysius received a dozen more calls and emails from parents and donors who were confused about what they believed to be the school’s new logo. Despite his attempts to explain that the LEB graphics are not a new logo, many donors have said that they believe it confuses the school’s identity and clutters the website. In addition, many want to know what “Lasallian” means. Brother Alloysius is being counseled by a fairly influential group of parents to remove the LEB elements from the website. *What should Brother Alloysius do?*

4 Dr. Sean Andrews is the President of **Ecce Quam Bonum High School** in Tallahassee, Florida. He was very pleased with the Lasallian Education Brand development process and the rollout of the brand. Although most people at EQBHS like the brand and believe that it’s important, Dr. Andrews is having difficulty getting his faculty and staff to thoroughly adopt the LEB and incorporate its elements into their regular activities. Most believe implementing the brand is the job of the Marketing and Communications Office. After all, the LEB is primarily all about logos, publicity, and communication strategies. *Should anyone else at EQB High School involved in implementing the Lasallian Education Brand? If so, who else or what offices?*



For more information on incorporating the Lasallian Education Brand into your ministry’s materials or messaging, visit www.lasallian.info.