

The Lasallian Education Brand

Brand: Lasallian Education

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

Unifying Statement: Lasallian Education: Transforming Lives Since 1680

Qualities of Lasallian Education (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

Narrative

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.

LOGO



LOGO WITH UNIFYING STATEMENT



PICTURE MARK



SIGNATURE AND UNIFYING STATEMENT

LASALLIAN EDUCATION
Transforming Lives Since 1680