

## GEMS Education Brand identity



### Opening a window on the world.

Founded by teachers in Dubai over 50 years ago, GEMS Education has grown to be a major force in international education. They run great schools all over the world, ranging from prestigious international academies to small, “entry level” schools in developing countries. And when they came to us, one of their main issues was to find a way of giving coherence and unity to their extremely diverse offering.

In a market where most of their competitors aim for a long-established, traditional feel - often using devices such as crests and coats of arms - they also wanted their brand to be seen as contemporary, fresh, bringing together the best of the past with modern ideas and approaches.

Working alongside strategic branding consultants BrandCap, the big idea we came up with was to bring alive the way in which a good education inspires children to learn, by providing a window on the world

### A flexible device, for tailored communications.

To achieve that, we used images within the brand mark. This simple yet powerful device was designed to be highly flexible – allowing different types of images to be used, to create communications tailored to different regions, schools and specific subjects.

For even greater versatility, we developed a visual language incorporating a number of playful options, such as photographic images within illustrated silhouettes, and the use of the brand mark as a graphic element.

The corporate typeface? What else for a worldwide educator but Genius?

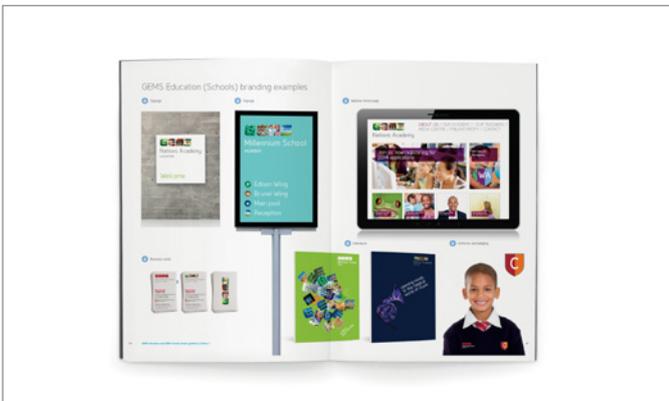
All in all, we did what any good teacher does: we introduced a little order and control, while leaving enough freedom for creative thinking and individual self-expression. And we're pleased to say that, right across the organisation, the GEMS Education team have given the new brand identity top marks. (Well, we couldn't resist one teaching-related play on words.)

### Kind words...

*“BrandCap and Neon have worked in partnership across a number of significant projects, from the the rebrand of the largest private school network in GEMS Educations, a new brand identity for the merger of two global engineering companies in Amec Foster Wheeler too – and of course BrandCap’s very own brand identity”*

**MANFRED ABRAHAM**  
Founder & Managing Partner  
BrandCap

## GEMS Education Brand identity



### PROJECT SUMMARY

- Brand identity
- Art direction
- Brand guidelines
- Literature system
- Stationery and forms
- Digital templates
- Signage

