

CHRISTIAN SCHOOLS INTERNATIONAL

GRAND RAPIDS, MI

THE ORGANIZATION: Founded in 1920, Christian Schools International (CSI) is a dynamic and growing organization of more than 500 Reformed Christian Schools serving more than 105,000 students around the globe. CSI provides member schools with accreditation assistance, employee benefits programs, consultation services, testing, leadership materials, discounted educational materials and other services.

THE CHALLENGE: For years, CSI allowed individual departments to produce their own marketing and communication materials, which resulted in a wide variety of styles and messages. When the organization appointed a Director of Advancement to oversee its development and marketing offerings, her first task was to bring greater consistency to everything published by CSI.

OUR APPROACH: The Image Group met at length with various members of the CSI management team, conducting extensive interviews with department heads and directors. We began with a communications audit to evaluate all the printed material produced by CSI, then worked with the organization to develop a tag line, graphic identity standards and collateral materials for use with current and prospective member schools and donors.

THE RESULTS:

- Greater consistency in look, feel and messaging of all CSI materials
- Member schools have a better understanding of the breadth and scope of CSI offerings
- Key component used in recruiting efforts with prospective member schools

WHAT THEY'RE SAYING: "We had a real sense of trusting The Image Group team to help lead us through this process. While our upper management sometimes questioned why they had to be so involved, I'm very thankful for The Image Group's encouragement on the importance of this. When we introduced the new tag line, everyone felt they had ownership of it."



BROCHURE DESIGN

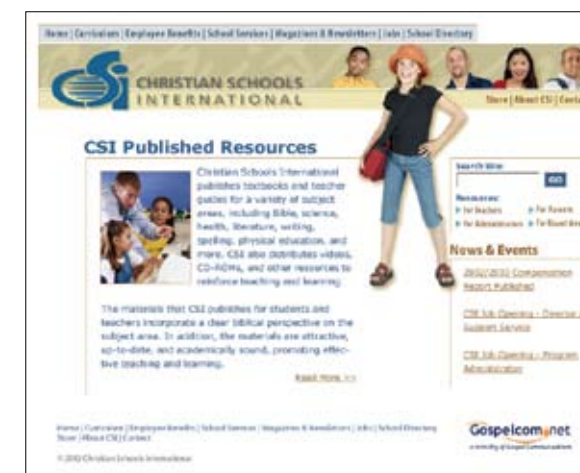
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