

# OUR UPDATE IDENTITY

Over the last few months we have been working on updating our school logo and our slogan. After a detailed process involving a professional graphic designer and our Yayasan, we have settled on the final design.

We want the updated logo to have genuine meaning for all members of the school community, which is why we want to explain to you the features of the updated logo and slogan.

**Colours:** Blue represents knowledge, integrity, wisdom, and calmness. Orange represents happiness, joy, and energy.

**Features:** The tree represents the growth mentioned in our mission statement (Academic, Emotional, Physical, and Spiritual), and also represents our green and leafy environment in Bogor and at Sekolah Bogor Raya. The students represent both genders, reaching to their limits; trying to “touch the stars”. The star is representative of achievement, success, or indeed our dreams.

**The slogan** reminds us that all members of our school community from students to staff, parents, to management are life-long learners and that we are all trying to achieve success whether it comes in the form of winning a competition, gaining entrance to a top university, learning to read, or simply doing something better today than we did yesterday.

We will be phasing in the logo into all our school materials over the next few months so that by the new school year, the new logo should be present on all of our materials from uniforms to letter heads to our school buses.

We hope that the updated school logo will serve as a proud symbol of our core values and our mission and vision as a school.