



CPV Schools

Brand Transition Plan

Includes a gradual approach and the removal of Pedro de Valdivia's face from the logo due to negative perceptions.

Context



Pedro de Valdivia



Bio:

Pedro de Valdivia was a Spanish military commander and conqueror from Extremadura. After participating in various military campaigns in Europe, Valdivia traveled to America, becoming part of the troops of Francisco Pizarro, the governor of Peru.



In recent days, the social uprising in Chile has directed its hatred towards various symbols of Spanish colonialism, which have been the usual scapegoat for any left-wing protest in Latin America. In Temuco, a group of masked individuals decapitated a statue of the conqueror Pedro de Valdivia and placed his head in the hands of a statue dedicated to the Mapuche leader Caupolicán. In the city of Valdivia, they tore down the bust of the Spanish conqueror, which was located in Pedro de Valdivia square, and threw it off the Pedro de Valdivia bridge into the Valdivia river, creating a triple irony. This is not the only episode of this iconoclastic fever against Spanish colonialism. About 500 members of Mapuche communities in the south of the Arauco province gathered on Sunday to topple statues of the conqueror and the viceroy García Hurtado de Mendoza in the Plaza de Armas in Cañete, in the Biobío region.

School's previous logo



#185432

#85804C

School's uniform



#097E8B

#Ed3237

Uniform Logo:



#097E8B

#Ed3237

#B3B3B3

School's actual logos:



School's Anthem

El futuro nos espera valdivianos,
nuevas sendas y caminos abriremos,
viendo en todos los seres a un hermano
una tierra más feliz construiremos.

Coro:

Colegio Pedro de Valdivia
una impronta de saber y de amor.
Portaremos ese sello por la vida
a fuego impreso en nuestro corazón.

Son legiones de hombres y mujeres,
muchos fueron, ahora son y otros serán
al servicio de ese mundo que tú quieres,
trabajando en la alegría y en la paz.

Coro:

Colegio Pedro de Valdivia
una impronta de saber y de amor.
Portaremos ese sello por la vida
a fuego impreso en nuestro corazón.

El colegio nuestro hogar recordaremos,
es aquí donde crecieron nuestras mentes,
la familia y el destino lo quisieron
orgullosos estaremos para siempre.

Coro:

Colegio Pedro de Valdivia
una impronta de saber y de amor.
Portaremos ese sello por la vida
a fuego impreso en nuestro corazón.

Transition Plan



STAGE 1 – Research & Proposal:

- a- Gathering Information (3 months)
 - *Deployment of surveys and focus groups with Staff, students, parents, PTA and SLT to determine current brand perception.*
- b- First design proposal (1 month)
 - *Based on stakeholder feedback, an initial proposal for a new brand will be developed. This would have to be approved by RMD.*
 - *The proposal will be aligned with the value proposition of the school and its new USPs (International, Bilingual, etc...)*
- c- Sample printed / digital materials (2 weeks)
 - *Development of mockups and samples of how the brand would look on various materials / uniform / digital.*

STAGE 2 – Brand Presentation & Feedback:

- a- First brand presentation (3 months)
 - *The first proposal will be taken to the community to receive feedback and adjust if necessary.*
- b- Brand adjustment (1 month)
 - *Based on the feedback, generate the necessary changes in the design and strategic proposal. Previously approved by RMD.*
- c- Final design proposal (2 months)
 - *Presentation of the new proposal to the different stakeholders.*

STAGE 3 – Brand Launching & Transition:

- a- Official brand launching (1 week)
 - *Official launch of the brand through an event, combined with digital channels and printed material.*
- b- Full implementation (3 months)
 - *Adjust and update all materials, websites, and other communication channels to reflect the new brand. This will include updating stationery and printed materials, websites, social media, banners and other platforms.*

Transition Plan

CPV | Brand Transition Plan

Task name		Assigned	Status	2023												2024					
				May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1	<div><div></div>STAGE 1 - Research & .</div>			<div><div></div>STAGE 1 - Research & Proposal 01-06-2023 - 13-10-2023</div>																	
1.1	Gathering Informa?...	unassigned	● Open	<div><div></div>Gathering Information (3 months)</div>																	
1.2	First design propos...	unassigned	● Open	<div><div></div>First design proposal (1 month)</div>																	
1.3	Sample printed / di...	unassigned	● Open	<div><div></div>Sample printed / digital materials</div>																	
2	<div><div></div>STAGE 2 - Brand Prese</div>			<div><div></div>STAGE 2 - Brand Presentation & Feedback 16-10-2023 - 12-04-2024</div>																	
2.1	First brand present...	unassigned	● Open	<div><div></div>First brand presentation (3 month)</div>																	
2.2	Brand adjustment (...)	unassigned	● Open	<div><div></div>Brand adjustment (1 month)</div>																	
2.3	Final design propos...	unassigned	● Open	<div><div></div>Final design proposal (2 months)</div>																	
3	<div><div></div>STAGE 3 - Brand Laun</div>			<div><div></div>STAGE 3 - Brand Launching & Transition 15-04-2024 - 12-07-2024</div>																	
3.1	Official brand laun ...	unassigned	● Open	<div><div></div>Official brand launching (1 week)</div>																	
3.2	Full implementa?o...	unassigned	● Open	<div><div></div>Full implementation (3 months)</div>																	

Logo sample (thoughts & ideas)



CPV, we will preserve the uniform logo in a more ornamental design.



Shield, representing tradition, strength, safety and trust.



Four stars, representing the four CPV locations (Agustinas, Peñalolén, Las Condes, Providencia).

Establish the New Brand Identity:

Work with a branding expert to develop a new brand identity that aligns with your company's vision, values, and mission. The new identity should also be consistent with your target audience's preferences and expectations.

HEX:

#097E8B

#002856

#B3B3B3

#663165

PANTONE:

7713 C

PLUM PURPLE

UNIVERSITY BLUE

Cool Gray 4 C

Logo sample (thoughts & ideas) - Horizontal



CPV | LAS CONDES



CPV | LAS CONDES



CPV | LAS CONDES



CPV | LAS CONDES



CPV | LAS CONDES



Short-term Strategy

In parallel with the brand transition plan, we will implement short and medium-term actions to improve the relationship with the brand and prepare the community for the change.

Gradual isotype change




CPV | LAS CONDES

Through a gradual process we will seek to simplify the current logo by removing Pedro's presence from all digital channels. This will help make the change to the new logo look less drastic and at the same time it will distance the brand from the Spanish conqueror.

Position the school's value proposition


Through a paid and organic strategy we will generate campaigns that link the reduced logo (CPV) with the main USPs of the school. This does not change the current logo but presents the school and its core competencies to the public in a concrete way.


Additionally, all advertising announcing our USP will now be in English, including the landing page and form.

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 **International Schools Partnership**
**GO BEYOND,
EXPAND YOUR HORIZONS.**


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More information

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