



**Dear EF Family,**

### **Our new identity: EF Education First**

When we started EF more than 40 years ago, Europeiska Ferieskolan—European Holiday School—seemed like a perfectly fine name for our small business. However, as we expanded, our original Swedish name no longer described the multiproduct, multinational organization we had become. So to establish a stronger corporate identity, we decided to rename what EF represents to “Education First.” This, we believe, better encapsulates both our businesses and our mission.

### **A new visual identity**

In order to reinforce our new identity, we needed a new logo to represent all of our products around the world. Updating our old logo—designed by Paul Rand, one of the world’s most famous graphic designers—was not an easy task. (Paul Rand not only designed EF’s old logo but also many famous marks, including IBM.) We selected Henry Steiner, a one-time student of Paul Rand and a renowned graphic designer in his own right, to help us integrate Education First into our old mark. (Henry’s most famous design is the logo for HSBC ) The result, which you see above, elegantly integrates Education First into our mark and also adds iconic value.

### **Implementation of our new identity**

Our new identity will gradually be rolled out around the world. Catalogs will change first. Business cards, envelopes and letterheads should be replaced after we have used up our inventory. Signs for offices and schools will be updated more gradually as they naturally need to be replaced. English First will change after the 2008 Olympics. Companies not using the EF name (Englishtown, Erika, Go Ahead Tours, Smithsonian Student Travel, etc.) will remain the same. A complete logo manual will be sent to each office shortly.

### **How we introduce ourselves**

We already have found that our new logo makes it easier for people to remember EF. We should continue to say we work for a company named EF, but when asked what EF stands for, we should reply “Education First.” When you refer to our name in writing, you can either write EF, EF + product name, or EF Education First. EF Education, while still existing as a legal company, should be used as little as possible.

I think our new visual mark is the strongest identity we have ever had. A new logo always takes time to grow on you, but I believe that Henry Steiner has created a work of art. I hope you will be as proud of EF and our mission as I am.

Bertil Hult  
Founder of EF Education First