



It is amazing to witness how IST has grown and developed over the last few years. With this positive development and the building extensions the School deserved a new corporate identity with a new logo.

Last year teachers and students created a new slogan for the school. “Where learning takes off” is a smart slogan on which the entire logo design was based.

The aerospace industry in Toulouse was integrated into the logo by choosing a bird with wings almost like a plane. Its shapes are based on an origami bird. The bird was coloured with the same colour scheme as the Eurocampus logo because the bird knows where it belongs. For all mankind, a beautiful colourful bird is associated with creativity. Apparently a flying bird is symbolic for free-spirit and independence. The only way is up and that’s the direction we would like to see every student go. In 1949 Pablo Picasso created the well-known lithograph of a dove for the World Peace Congress in Paris. Since then the bird has been symbolic of living together in peace, which is a wonderful aim for an international school in today’s world of violence and conflict.

All these thoughts supported the choice of the bird. It brings nationalities together in a creative and colourful environment. All students have an ideal platform to develop and learn as much as possible before they fly out prepared for their future lives.

The decision that the logo clearly shows the letters of “IST” will help to distinguish the School from the “Lycée Internationale”. In general, calling the School by its initials is already commonplace in our community.

The logo reflects the values and aims of the School and it will be great to see how the logo will become part of our daily school life. It will definitely make it more colourful and will promote the visual identity of the School.

It has huge potential to become the first real school mascot...  
...let it fly...“where learning takes off”.

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