

SAF's Brand Framework & Core Language

Quicksilver Foundry (consultants)

We have to know how to say:

- **Who** we are.
- **What** we do.
- **Why** it matters.

In terms that are:

Different. Relevant.
And Simple.

**reducing complexity to
richness**

Definition of engineering

The branch of science and technology concerned with the design, building, and use of engines, machines, and structures.

Definition of engineering

The creative application of scientific principles to design or develop structures, machines, apparatus, or manufacturing processes, or works utilizing them singly or in combination; or to construct or operate the same with full cognizance of their design; or to forecast their behavior under specific operating conditions; all as respects an intended function, economics of operation and safety to life and property.

American Engineers' Council for Prof. Develop.

Brand: The core promise of our organization.

Branding: The signals we send to transmit that promise – who we are, how we “show up,” the choices we make, and what we say.

Marin Waldorf School: Mission

To provide an education that will prepare children to fulfill
their highest potential as free human beings

energized by a life-long joy for learning. Recognizing the
spiritual nature of the human being, we bring into practice
the education principles of Rudolf Steiner in a way that

reflects their relevance for an every-changing and
socially diverse world. Each stage of a children's development is
supported by activities that engage the mind,
fire an imagination, and strengthen
the will in order to develop
capacities and skills
that can serve
an evolving
humanity.

Simple

**Create
Exceptional
Human Beings**

Different

Relevant



Simple

**The Ultimate
Driving
Experience**

Different

Relevant

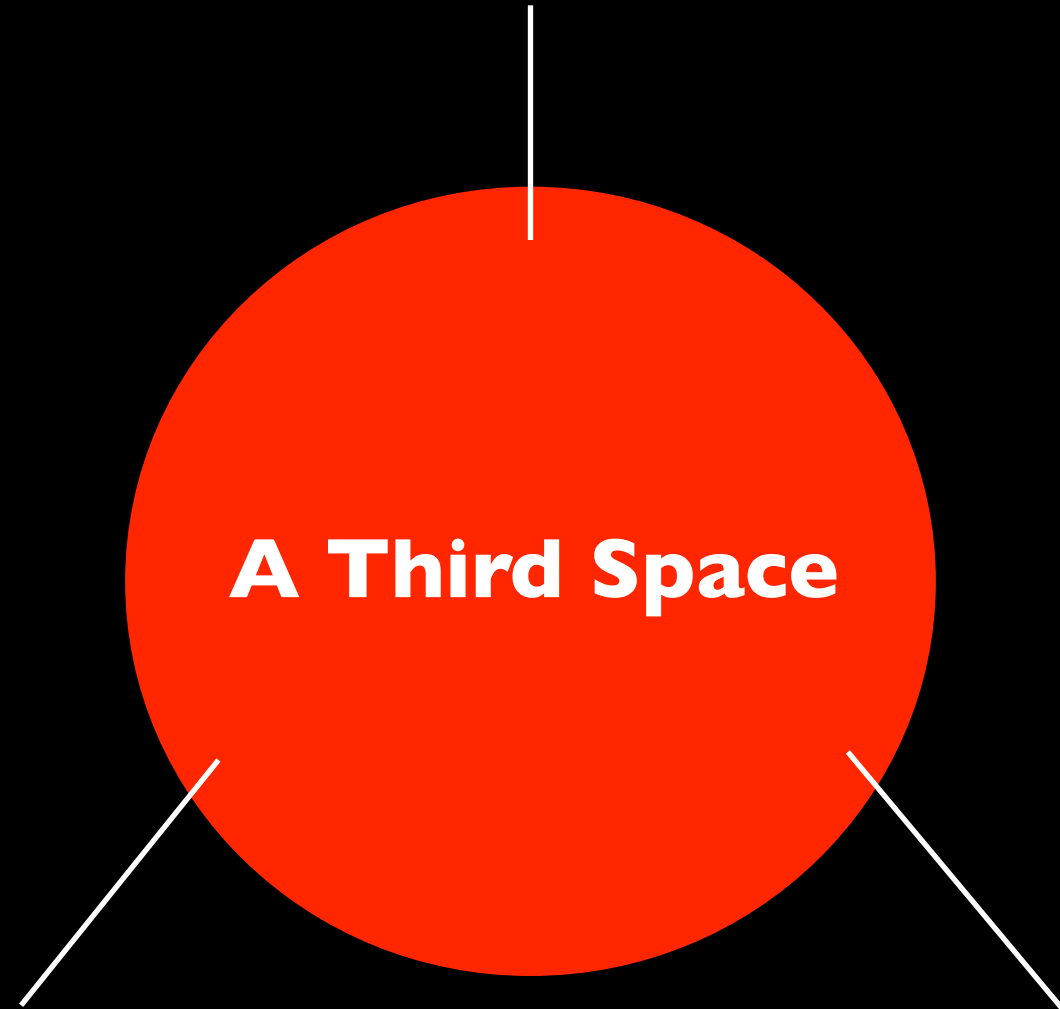


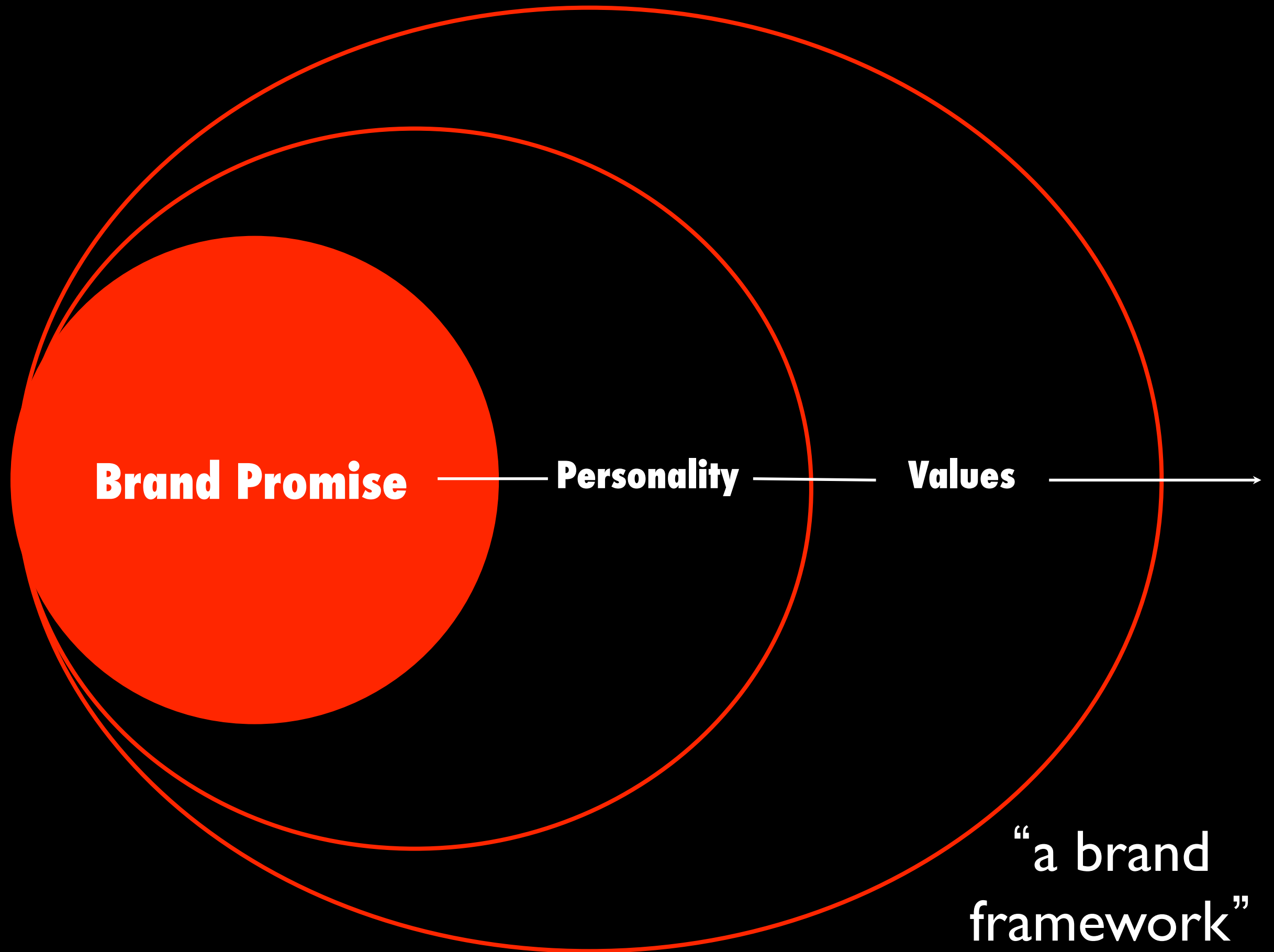
Simple

A Third Space

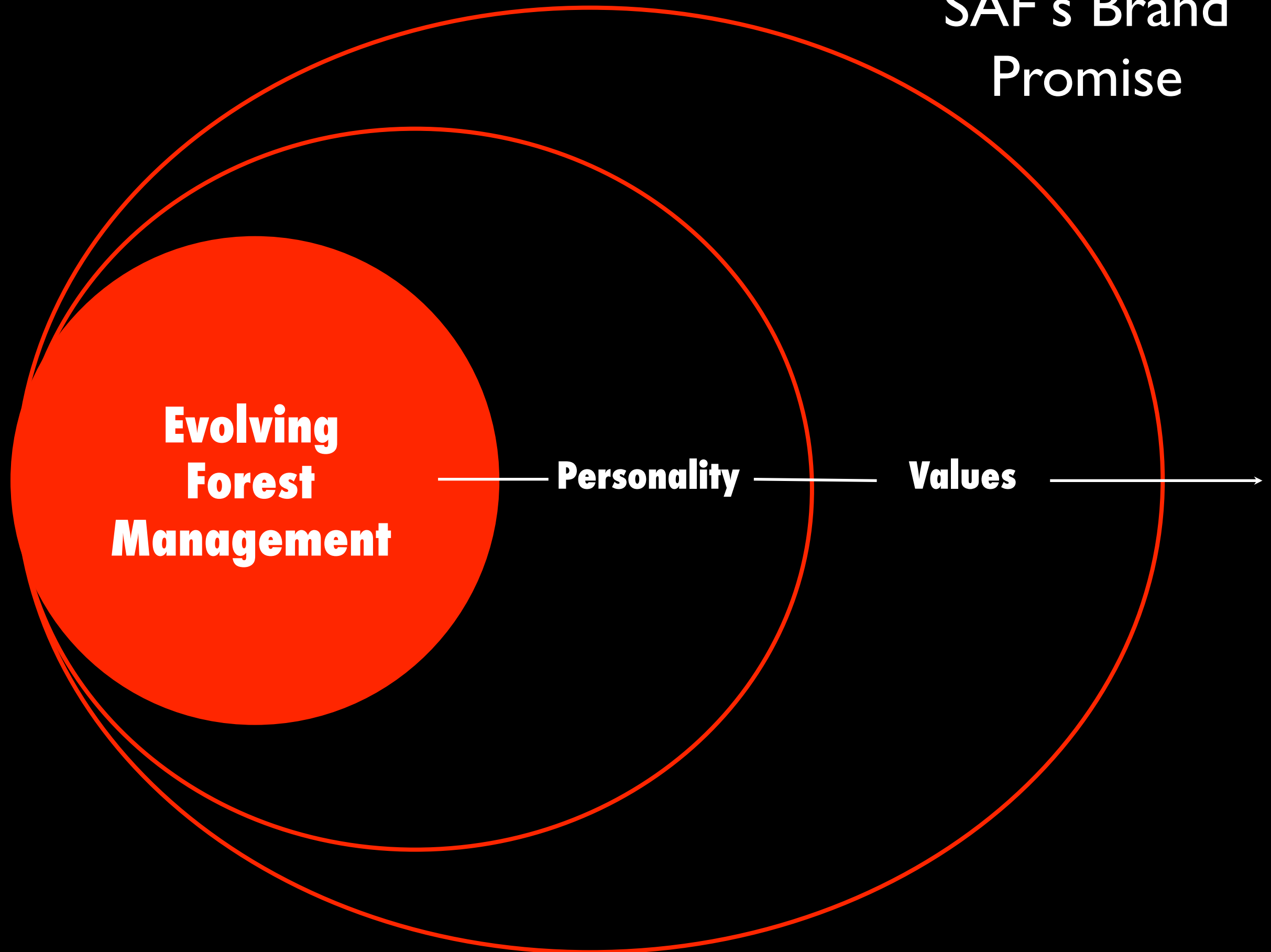
Different

Relevant





SAF's Brand Promise



Core Language

Who we are

The Society of American Foresters, the profession of
forestry

What we do

We **challenge** land-owners, decision-makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking, and a century of practical experience.

What we do

We seek **viable pathways** forward,
balancing diverse demands
on our natural resources.

What we do

We set the standard in forest management, bringing science, best practices, and the best people together to actively shape the future of the profession.

Why it matters

Thriving forests,
Essential resources,
Strong communities.

Why it matters

‘For the greatest good.
For the greatest number.
For the long run.’

Society of American Foresters

Evolving Forest Management Since 1900

Advancing Forest Stewardship Since 1900

Who: SAF, the forestry profession

What: We challenge land-owners, decision-makers, and society at large to make choices about our forests based on professional knowledge, leading-edge thinking, and a century of practical experience.

We seek viable pathways forward, balancing diverse demands on our natural resources.

We set the standard in forest management, bringing science, best practices, and the best people together to actively shape the future of the profession.

Why: Thriving forests. Essential resources. Strong communities. 'For the greatest good. For the greatest number. For the long run.'

Society of American Foresters
Advancing Forest Stewardship Since 1900