



Dear AFS Community,

You will hear many of us at AFS say “who is here matters.” We have a diverse community of students and families with shared values and tremendous gifts and talents. I think what I value most about our school is the inspiration we find in one another. Our connections are so very important and building this community each year is an endeavor of great intention. We value your part in creating this school community and for sharing in the far-reaching vision we have for education.

Our vision is only as strong as our ability to effectively verbalize and share it with others. Over the past few months, we have worked directly with families, alumni, students, faculty and staff—the individuals who live and breathe the AFS experience every day. I am thrilled to share the next phase of this collaborative effort in the form of a clearly articulated verbal identity.

This enclosed booklet provides concise, direct language to help you share the AFS story with others—powerful messages that I believe authentically reflect the school we all believe in deeply. None of us will be able to tell the full and rich story of AFS in one conversation, but these ideas give you a starting point to express what AFS means to you. We are deeply grateful for your continued support and confidence in us as a school community.

Sincerely,

Rich Nourie
Head of School

AFS
Abington Friends School

575 Washington Lane
Jenkintown, PA 19046

abingtonfriends.net



Abington Friends School Guide *to the* Brand



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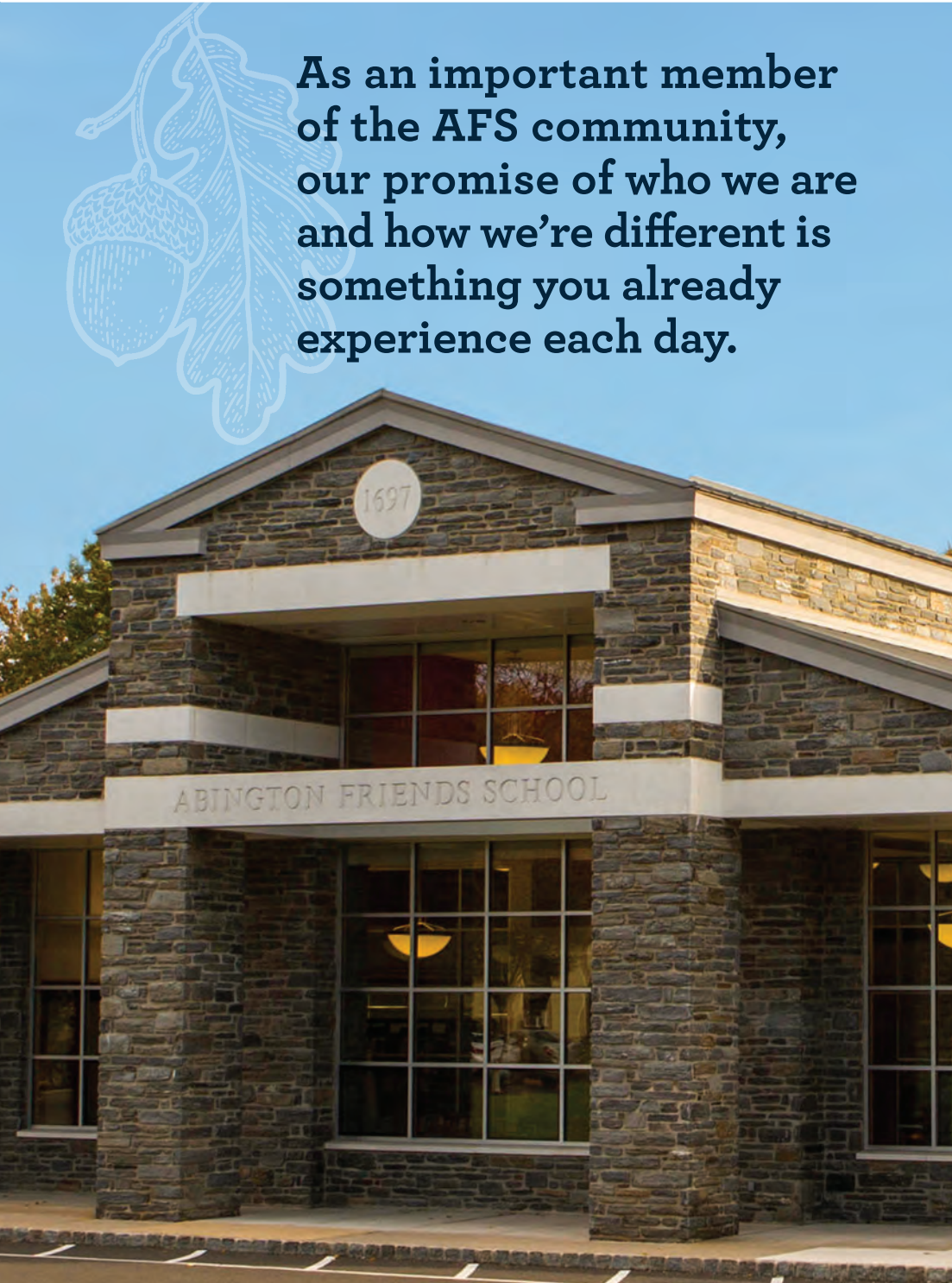
Rich Nourie
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As an important member of the AFS community, our promise of who we are and how we’re different is something you already experience each day.

The Abington Friends School Brand

Our brand is much more than our name, logo and colors. It is a complex structure of many parts, including a strong verbal identity that helps personify our Quaker mission.

The power of verbal identity

Abington Friends School’s verbal identity, consisting of a Purpose Statement and three Key Phrases, provides the core language we use about who we are as an educational institution, the needs we fill for students and families, and how and why we are different from other schools. The benefits of consistent use of our verbal identity include raising awareness about our school, clearly communicating its value and attracting families who embody, embrace and support our mission.

How do I use this Guide?

As an important member of the AFS community, our promise of who we are and how we are different is something you already experience each day. This Guide is designed to help you express the value of the AFS experience when you are speaking with a prospective parent at an art show, on the sidelines, at an open house or chatting with neighbors at a block party. Here’s how:

1. Familiarize yourself with the Purpose Statement

Our Purpose Statement is the internal description of the motivations and aspirations of Abington Friends School. This statement fuels the Key Phrases to Remember.

2. Lean into the Key Phrases

Key phrases act as headlines or bullet points for any conversation about AFS. These phrases are the crux of the verbal identity—the specific wording you should use.

3. Reflect on your experience at AFS

Identify a moment, memory or milestone that can support each key phrase as a story. Not only will this make the phrases easier to remember, but you’ll also be able to start or contribute to a conversation more organically.

4. Share your stories

As your journey at AFS continues, your collection of stories rooted in the key phrases will grow. We encourage you to share them with the Marketing and Communications team at communications@abingtonfriends.net.

OUR PURPOSE STATEMENT

At Abington Friends School, we approach education with bold convictions. We are motivated by the knowledge that the work of teaching and learning is vitally important, and we are inspired by the Quaker belief that each student in our care is gifted with remarkable potential. Thoughtful explorations in the classroom and beyond nurture this potential, with a focus on seeking deeper understanding and building the powers of analytical and creative thinking and strong, clear self-expression. Founded in 1697, Abington Friends is one of the nation’s earliest schools, yet also one that is exceptionally forward-thinking. We embrace educational innovation, are driven by a shared commitment to diversity, equity and social progress, and prepare our students for more—not only to thrive in college but also to face the future with a sturdy sense of self. Our students possess the tools it takes to make a difference in a world that needs them.

KEY PHRASES TO REMEMBER

We embrace ambition

As a Quaker community, we believe in the remarkable potential of each student and in the deep human capacity for goodness and growth. Education is a process for activating that goodness and nurturing that growth and we approach it with bold convictions. What’s more, our education can be a force for social progress and, likewise, AFS can be a model of diversity and equity for the kind of world we aspire to live in. Energized by these possibilities, we think big, as learners hungry for insight and as educators searching for more imaginative and meaningful ways to fulfill our vision.

We seek deep understanding

AFS reaches beyond established approaches to teaching and learning as we search for encounters with ideas and the world around us that are authentic and powerful; our groundbreaking experiential learning programs achieve this on a deep level. The guiding goal in all our intellectual adventures is to reach deeper understanding, building the powers of analytical and creative thinking and strong, clear self-expression. Our students develop skills and strengths for the lifelong work of understanding our world in all its complexity—sometimes by following curiosity where it leads and sometimes by pursuing carefully chosen purposes with commitment.

We prepare students for more

Every AFS student is fully prepared for the challenges of learning at the next level. Each day, they are also prepared for much more: to be kind and wise and face the future with a sturdy sense of self. They have confidence to follow their own unique path in life, the courage to stand up for what they believe and make their voices heard, and the commitment to make a difference in a world that needs their talents, their idealism, and their imagination.