



Spark #1

EVOLVING THE IDENTITY: THE USO@75 LOGO

CATEGORY:
Legacy & Milestones

OBJECTIVE: To mark 75 years of USO's enduring contribution to education by thoughtfully evolving our visual identity, honouring its legacy while signalling continuity, relevance, and forward momentum.

UNITED SCHOOLS ORGANISATION OF INDIA



75 YEARS
Legacy of enriching education
beyond the classroom

Estd. 1951



TIMELINE & SCOPE

When: January 27, 2025
(Founder's Day)
Reach: Pan India

STAKEHOLDERS

Schools, educators,
partners, alumni,
students, parents

NATURE OF THE SPARK

Institutional milestone initiative

HIGHLIGHTS & IMPACT

- Integrated '75' into the existing USO logo without altering its recognisable core identity.
- Preserved trust and familiarity built over decades while commemorating a historic milestone.
- Established a unifying visual symbol for all USO@75: Seventy-Five Sparks initiatives.
- Created a timeless emblem to anchor celebrations, programs, and communications nationally.

ENDURING VALUE

The USO@75 logo will serve as the visual anchor across programs, campaigns, and collaborations throughout the anniversary celebrations, reinforcing USO's legacy while inspiring the next generation of learners and educators.

"Seventy-five years is not just a number. It represents our continuity, credibility, and a renewed commitment to education for the future."

USO@75: Seventy-Five Sparks

Seventy-Five celebrations by the United Schools Organisation of India (USO) highlighting milestones, moments, and initiatives shaping the future of education.