



# THE STORY OF... OUR LOGO

**BUSAN  
FOREIGN  
SCHOOL**  

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**MCMXCVI**

## THE NAME AND FOUNDING YEAR:

Founded in 1996 by the Haddon family, Busan Foreign School was originally called Pusan Foreign School. The name changed from Pusan to Busan in the year 2000 when the Korean government reviewed the romanization of the Korean alphabet. We still have one brass logo engraved with the name "Pusan", located at the field exit of the elementary wing.

## THE FONT:

Our school seal uses Times New Roman as its font. It is a font that was commissioned by British News paper "The Times" in 1931 and although no longer in use by the named newspaper, it is very common in book and general printing. It is a font that was developed for popular consumption and in line with our vision of providing a quality education for all.

Times New Roman  
*Times New Roman*  
**Times New Roman**  
*Times New Roman*



## THE EAGLE:

The Bald Eagle has been the U.S. National symbol since 1782. Busan Foreign School, offering an American style education, adopted the eagle as its seal symbol.

Eagles are a symbol for strength and determination, two qualities we look to develop in our students.

## THE WINGS:

The Eagle's wings stretch out and point upwards, as ready to soar to the sky. We educate our students and give them the tools to take on new challenges and successfully rise above.

We want our students to feel prepared to pursue their dreams.



## THE SHIELD:

A shield is a cover that protects whatever is behind or beneath.

BFS' shield symbolizes safety at BFS. We provide an environment for our students to learn, discover, and grow without fear of being judged. At BFS it is okay to make mistakes, and learn from them.

No matter what background you come from, BFS is the place where students can open their minds, listen, and achieve their highest potential.

## THE BOOK:

Books symbolize learning and knowledge. Not only within a Western culture but across the globe. At BFS we take this symbol to a higher level and link it to literacy as a foundation for an outstanding education. We want our students to further knowledge by using the written word critically and with understanding.

