



## Revised Marketing Logo & Slogan Unveiled

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The Bonar Institute for Purposeful Leadership is pleased to unveil a new marketing logo:



English Logo

**BONAR INSTITUTE**  
Success. Leadership. Purpose.

In French it looks like this:



French Logo

**INSTITUT BONAR**  
Succès. Leadership. Authenticité.

Over the last year, we have been working hard to cultivate growth opportunities and to continually make doing business with us easy, secure and efficient. To that end, we have translated our [website into French](#). In undertaking this project, however, we have come to believe that the best course of action is to alter our logo and shorten our operating name so as to provide a seamless transition between the two languages. Henceforth, we operate as Bonar Institute (Institut Bonar en français).

Our company was created out of the desire of its founder and principal, Dr. James de Gaspé Bonar, to promote the highest standards of excellence in corporate leadership. The Bonar Institute is committed to assisting executives to see beyond the ordinary, to identify new possibilities and to embrace the extraordinary for themselves and the organizations that they lead. We offer a broad range of leading-edge programs that are customized to meet the unique needs of our clients.

That said, the legal name of our company has not changed from Bonar Institute for Purposeful Leadership

and any payments made to us or mail sent to us should be addressed as such. On our client portal, as well as in invoicing and on administrative documents (contracts, etc.) our official logo will continue to appear, as it reflects the legal name of this company. It will appear like this:



Historical Logo

# BONAR INSTITUTE FOR PURPOSEFUL LEADERSHIP

We hope that you find that this change makes our brand more recognizable and thank you for your continued business.

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