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CONTACT: PATRICE SAMARA, DIRECTOR OF STRATEGIC COMMUNICATIONS  
UNISON  
202.337.7887  
UNISONAGENCY.COM

# QATAR FOUNDATION INTERNATIONAL INTRODUCES ITSELF WITH A NEW BRAND AND WEBSITE

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Qatar Foundation International (QFI) proudly launched its new brand and website ([www.QFI.org](http://www.QFI.org)) to promote its education initiatives globally. Washington, DC-based interactive branding experts, Unison Agency, guided the new identity design and development effort.

QFI is a private U.S. foundation whose goal is peace and understanding through education of the young people of the world. Through cross-cultural programs, QFI believes we can transform individual lives, communities, and nations. QFI programs include student exchanges, scholarships, volunteer programs, international conferences, and global electronic events aimed at bridging the gaps between cultures through personal experience and friendship.

The new website is a cornerstone of the QFI strategy—a central meeting place for those involved or interested in QFI's many initiatives. Unison, the strategy and design experts behind QFI's elegant, immediately recognizable brand identity, the foundation's messaging strategy, and the website, produced a site that is a rich resource from day one, but also scalable technologically, so that it can grow as the foundation grows to meet unknown needs of the future.

Unison integrated a powerful-but-appropriate content management system (CMS) that allows QFI to easily manage its content and its message day to day, while holding in reserve the ability—virtually with the click of a button—to expand the site to accommodate new content, new functionality, and new programs. The rich imagery on the site evokes, through pictures and minimal copy, the benefit of QFI's work: education and understanding.

"This was an important effort for Unison both in terms of the foundation's significant mission and our own appreciation for education as a key to multicultural understanding," said R. Julius Talvik, creative director and co-founder of Unison. "Our goal was to create a site where any visitor to the site can know, in an instant, what QFI does, but also, and perhaps more importantly, why it matters. This new brand and its website firmly establish QFI among the top educational foundations in the world."

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## ABOUT QATAR FOUNDATION INTERNATIONAL

Qatar Foundation International (QFI) is a private U.S. foundation established on the principle that education can transform for the better individual lives, communities, and nations. Our mission is to promote education as a force that builds strong local communities, facilitates collaboration across geographical, social, and cultural boundaries, and builds a network of global citizens who communicate effectively and work together to find solutions to pressing global problems.

QFI will implement this mission through innovative educational and volunteer programs, which inspire lasting exchanges of experience and knowledge. Our programmatic focus is on interrelated issues of global importance: education, community engagement, technology, and health. QFI's vision is of a world that embraces and respects diversity, values lifelong learning, and empowers individuals to take action to shape their future.

To learn more please visit [www.qfi.org](http://www.qfi.org).

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

For further information, please send us an [email](#) or call 202.337.7887.