

# San Jacinto College

Brand Philosophy

Date: September 12, 2007

## Situation

- San Jacinto College consists of three campuses and multiple extension centers.
- The college is undertaking reorganization as a “one-college” initiative directed by the Board and the Chancellor and supported by a series of brand alignment training exercises.
- Brand articulation research, across all constituent groups, has been conducted to provide insight into the current San Jacinto College brand promise, mission statement and institutional values. ***The research is the guide*** for the brand philosophy and any subsequent identity and design decisions made for the redevelopment of the logo, tagline, and college seal for San Jacinto College.

## Marketing/Communications/Objective

- Develop a single logo and tagline for San Jacinto College that accurately reflects the institution’s brand promise, mission statement and institutional values. The logo needs to provide a single identity while providing an avenue for each campus, division, and department to have a logo that locks-up to the overall college logo.

## Target Audience

- All San Jacinto College constituents including: students, staff, faculty, administration, alumni and community partners.

## Relevant Research Findings

- San Jacinto College is perceived as a convenient, affordable and accessible learning environment of the highest quality.
- San Jacinto College is perceived as a community of helpful and supportive professionals who care deeply about their student’s success.
- Many constituents share a concern that the cumulative baggage surrounding the words “community college” and “junior college” are a detriment to San Jacinto College’s image/reputation. They do not feel as though the college is perceived as being **collegiate**.
- San Jacinto College is perceived to be an environment that understands the diversity of its students.
- San Jacinto College is perceived as a place that does a good job at **preparing** students for whatever is next in their lives.

- Many constituents perceive San Jacinto College as a **conduit** to student success, but not necessarily a destination for student success.
- For many students, San Jacinto College is the only **opportunity** for success.
- San Jacinto College is perceived to have a reputation for teaching **excellence**.
- Purpose
  - Constituents perceive San Jacinto College as a place to help students achieve their personal and professional goals.
- Values
  - Constituents perceive San Jacinto College as an institution that:
    - Cares deeply for its students and the community
    - Is committed to excellence
    - Acts with integrity
    - Fosters diversity
    - Has a can-do spirit
    - Is innovative
    - Strives for collaboration