



# Transformation

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How a revamped brand can change a community college

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Domenick Rella Founding Partner / Creative Director

Definition of “brand”

When to rebrand

How rebranding is helping  
change Durham Tech

How you can do  
this for your college

9:45 AM  
**PRIMA Durham Tech presentation**  
Cape Fear Community College -  
Downtown Wilmington Campus 411...

# E A (mercifully) brief history





We are brandmakers.

**SONY**

**M&F Bank**

**Wilmington.c.**  
Historic River District & Island Beaches

**! accentuate  
STAFFING**  
THE POWER OF POSITIVE.

**Qwest** 

**WINGATE  
UNIVERSITY**

 **DURHAM  
PUBLIC SCHOOLS**

**sleep**  **number**®



  
**Audi**



**wunc**  
NORTH CAROLINA PUBLIC RADIO® 91.5

 **NORTH  
CAROLINA  
CENTRAL  
UNIVERSITY**  
FOUNDED 1910

Brand positioning logos  
print ads PR tv radio  
collateral taglines websites  
video social media direct  
mail trade show graphics  
signage OOH corporate  
identity etc



What is a brand?

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It's not a logo.

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And it's definitely not a  
mission or vision statement.

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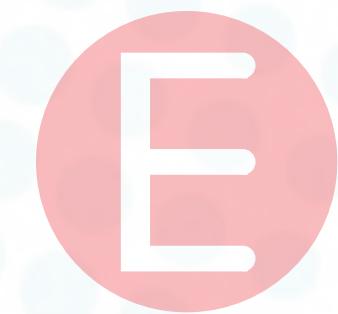
A brand is the visceral sum of all one's  
impressions around a focused idea.

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It stands for something.

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A good brand should be authentic.



A great brand can be transformative.

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From culture to operations to marketing, a brand that's focused and true should help drive everything your community college does and how it does it. And vice versa.

Disney





















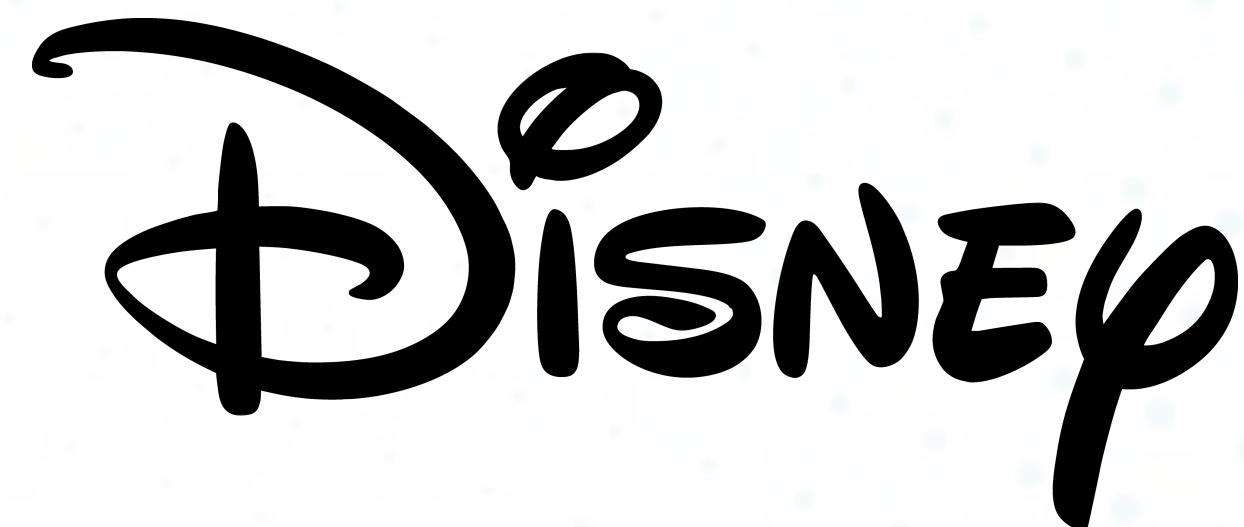






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Stand for something:  
It's not what Disney does.  
It's why Disney does.

The Disney logo, featuring the word "Disney" in its signature black cursive script font. The letter "i" has a small circle above it, and the "y" has a small loop on its tail.

Keeping alive the magic of childhood  
(not a tagline)

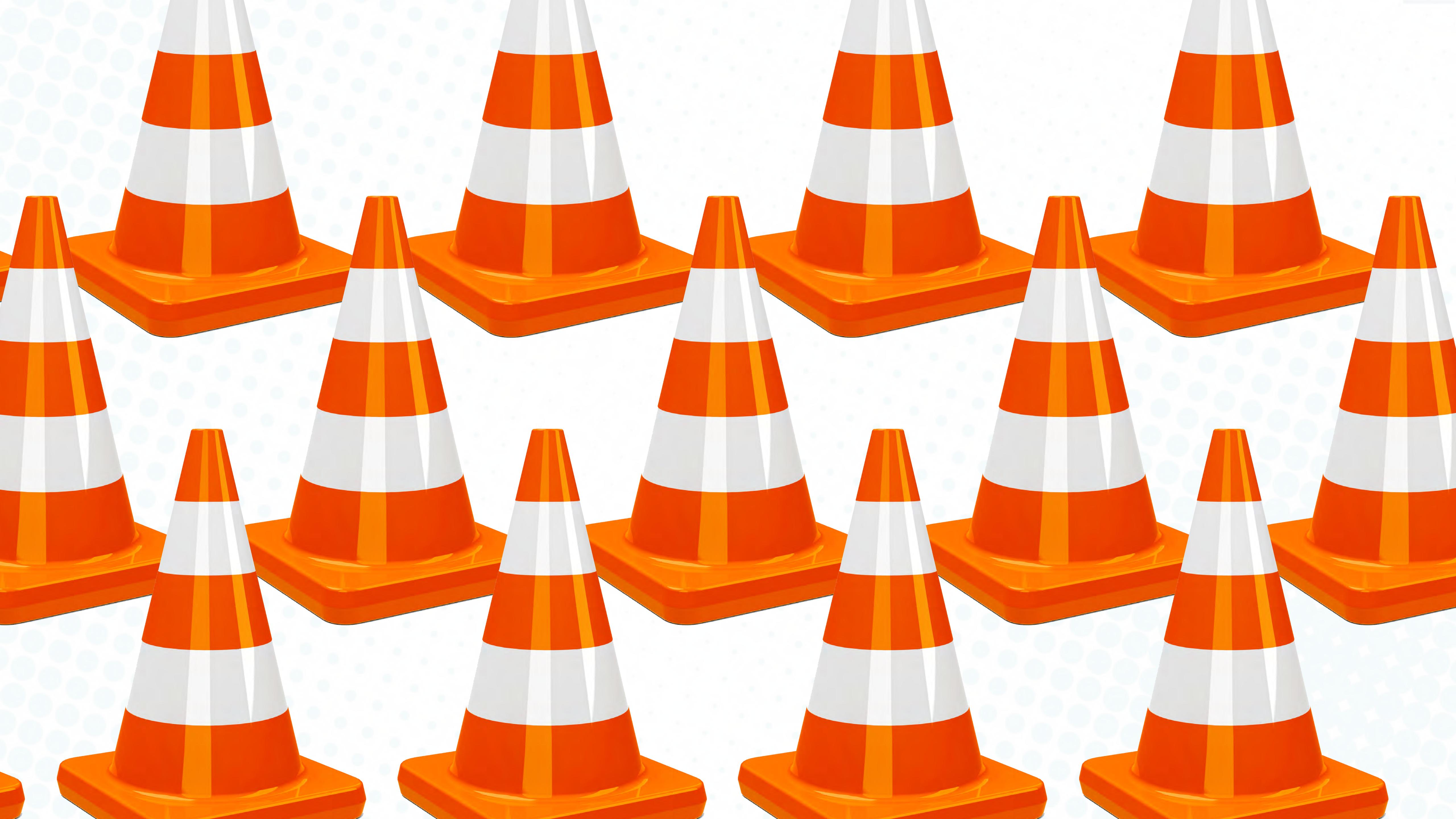




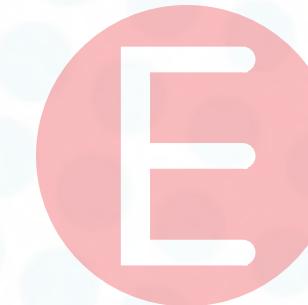
When should my community college rebrand itself?

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- Is there new leadership?
- Is the college changing direction?
- Has your audience changed?
- Is enrollment flat or declining?
- Is the current brand outdated and no longer reflects the college?
- Is the brand poorly defined?







## The Situation

Durham Technical Community College  
wanted to know how they were perceived.

A rebrand was not an option. Initially.

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We conducted a competitive analysis.  
Overview of competitors and alternatives  
based on institution websites

We spoke to a variety of audiences.

Potential students: traditional & post-bac

Current students, faculty and staff

Area business leaders & civic leaders

Elected officials & government

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We discovered that there really was no Durham Tech brand — what existed was a mishmash of misconceptions, negative perceptions and a lack of awareness.

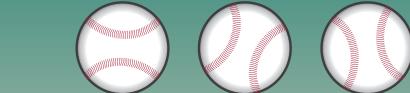
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There was no focused idea.





If Ya Gotta da Balls  
Come to Durham Tech  
and Learn somtin!



## Score Big in Life

with over 100 high-demand career training options, university transfer, and continuing education

**Q:** Already have a BS or BA degree, but need additional courses to prepare for graduate or professional school?

**A:** Go to [www.durhamtech.edu/admissions/visitingdegreestudents.htm](http://www.durhamtech.edu/admissions/visitingdegreestudents.htm)

Durham Technical Community College  
919-536-7200

Courses taught in Durham and Orange counties

### Durham Technical Community College Core Values

#### WELCOMING:

We value a welcoming, vibrant, and safe campus environment.

#### LEARNING:

We value learning through rigorous quality instruction, focused student support, and appropriate student activities.

#### ENGAGING:

We value an engaging, collegial atmosphere with professional, ethical, and respectful interactions that enhance learning.

#### UNDERSTANDING:

We value the unique experiences of individuals and the diversity of the community.

#### IMPROVING:

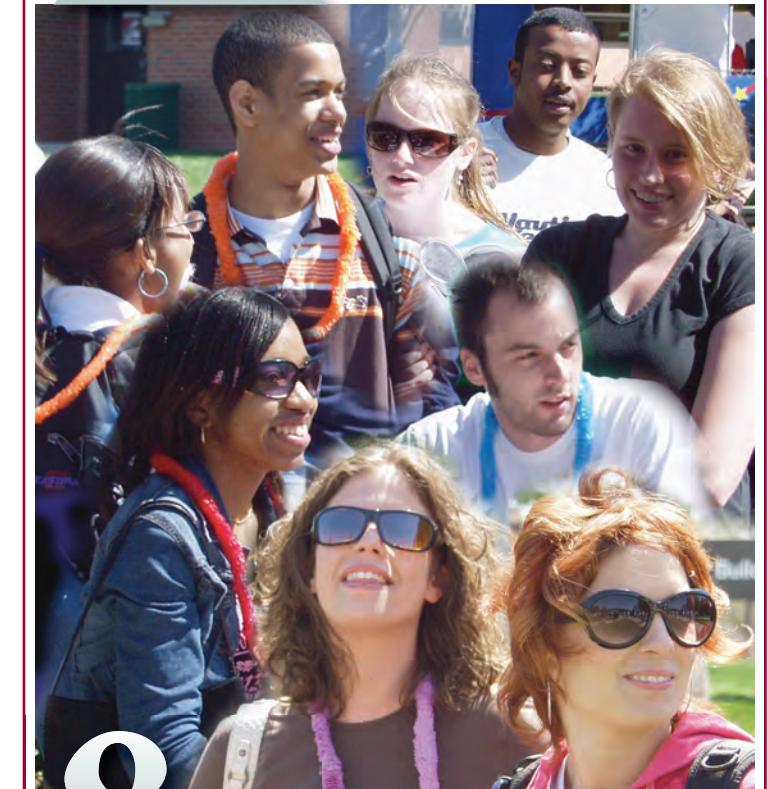
We value continual improvement in all areas of the college through encouraging effective innovation, appropriate use of technology, responsible stewardship of financial and human resources, and professional development for faculty and staff.

#### UNIFYING:

We value unity through the common purpose of serving students and the community.

Other thoughts you would like to share: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Durham Technical Community College



& Those We Serve  
developing  
A Common Vision  
for  
Uncommon Success

We face many challenges in education and in our community. Please help us develop a vision for the future that addresses the needs of those we serve.

### Offering Retail Pharmacy Knowledge and Practical Skills

The Retail Pharmacy Technician certificate is a day program offered by Durham Tech. Students learn and practice procedural skills in a simulated pharmacy laboratory. Caring instructors work closely with Durham Tech students in small classes averaging only four students for each instructor in the lab setting. Graduates of the Retail Pharmacy Technician certificate program are trained to work in the retail pharmacy setting. In addition, the program helps prepare students for the national certification exam offered by the Pharmacy Technician Certification Board. Call 919-536-7233, ext. 8104, for additional information about the program.



## DURHAM TECH

### Pharmacy Technology

Retail Pharmacy Technician Certificate





What did Durham Tech  
decide to do?

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Increase visibility to enhance awareness

Correct negative perceptions

Communicate the positives — they're hidden

Show true diversity of student body

Build two-way relationships w/biz community

Change the brand and logo!



The Durham Tech brand & logo:  
where did they want it to go?

# Brand & logo style continuum

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Traditional



Expected  
Conventional  
Literal

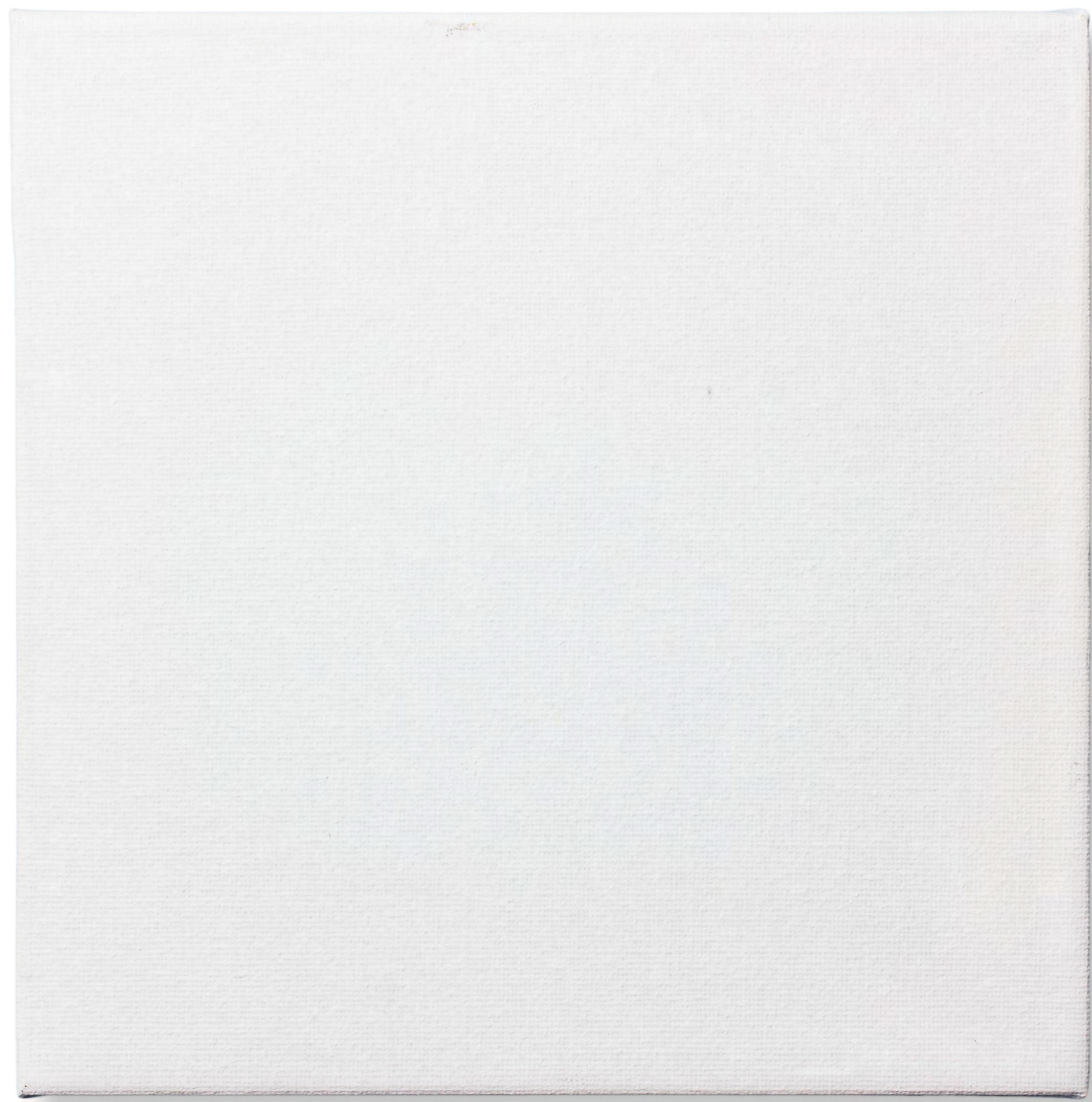
Contemporary



Fresh  
Innovative  
Abstract



Our logic and process



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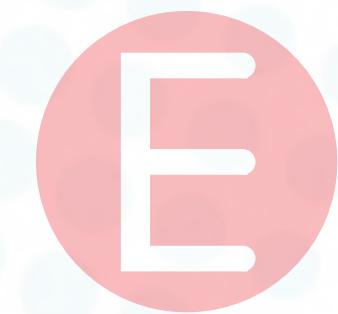
Stand for something.

Durham Tech is in Durham (and yes, Orange County, but it still applies). It's been there for over 50 years.



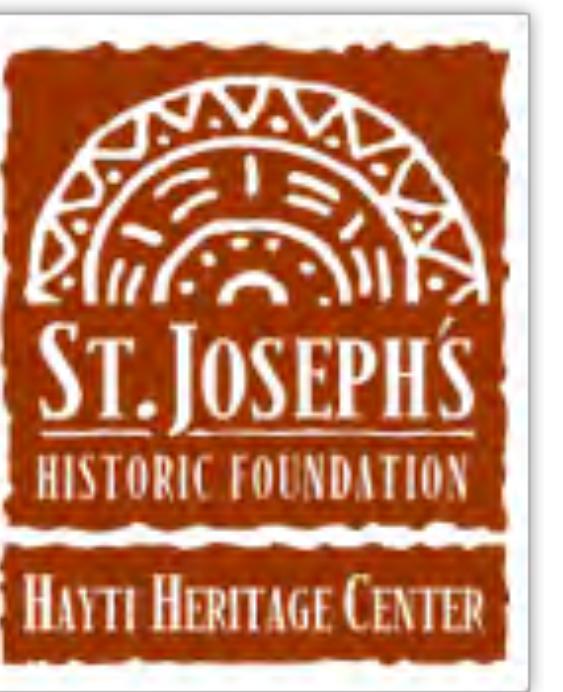
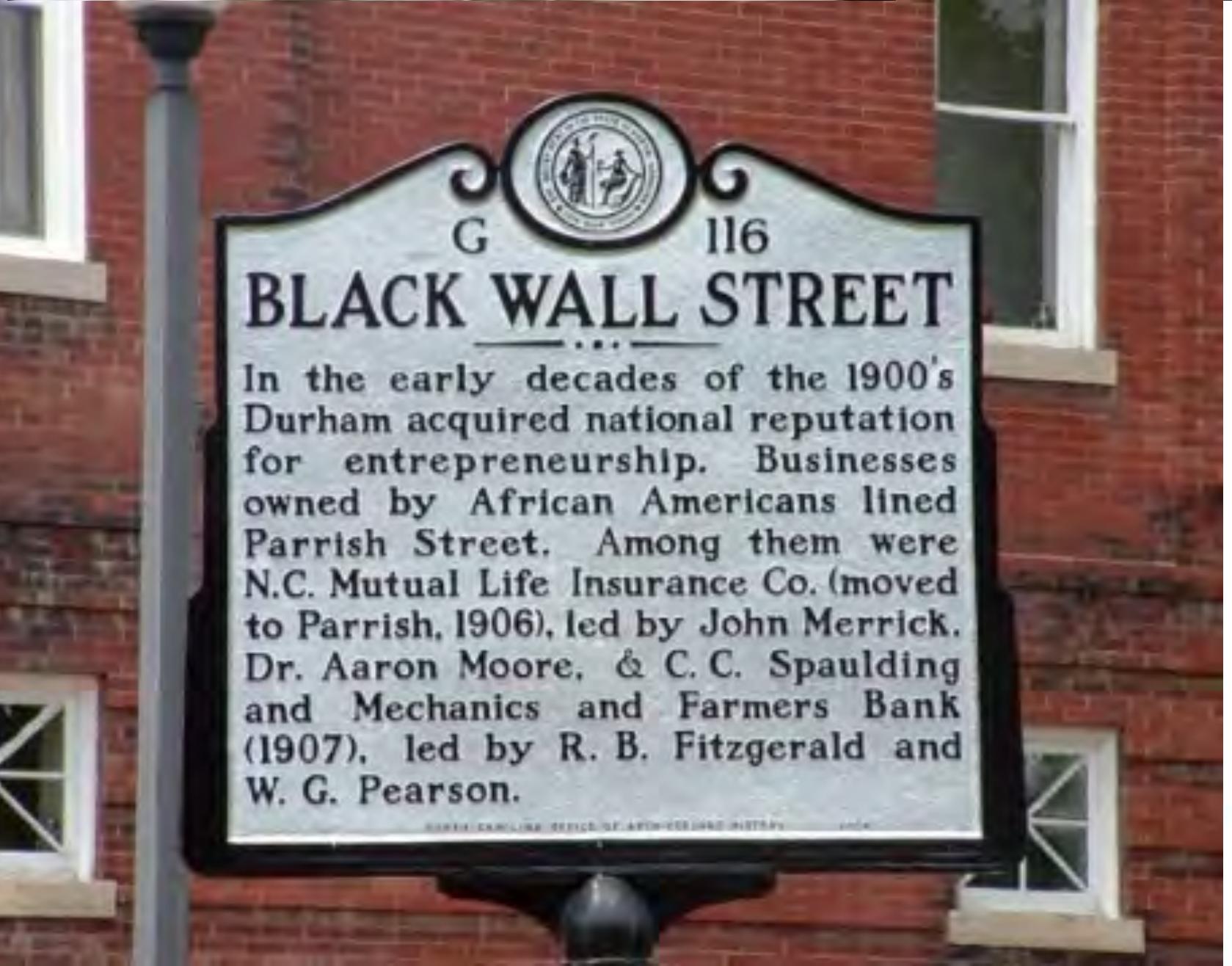
So: connect with Durham's resurgence.  
Durham Tech's been vital to Durham's growth.

Align with the Durham brand.



# What is the Durham brand?

sustainable re-invented  
genuine self-made  
relocalizing diverse  
entrepreneurial artistic  
growing foody! creative  
innovative vibrant



The key to Durham's renaissance is the creative use of local resources to spur its reinvention.



Durham Tech should tightly align itself with Durham's resurgence.

And in so doing position itself to communicate a positive message of self-reinvention to multiple audiences.

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In other words...

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Durham is real, and it's cool.



Durham Tech  
has helped build that.



Durham Tech can help you  
build a really cool life.

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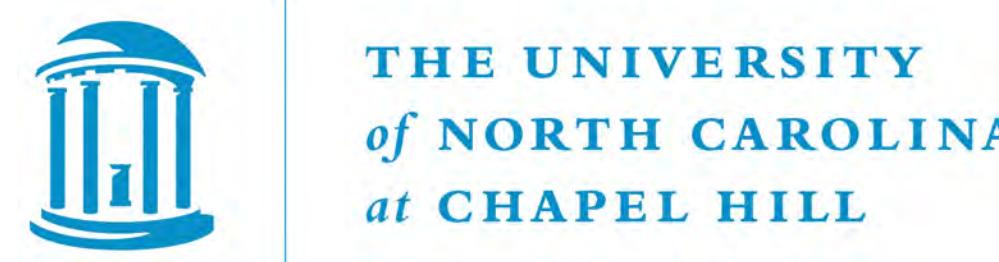
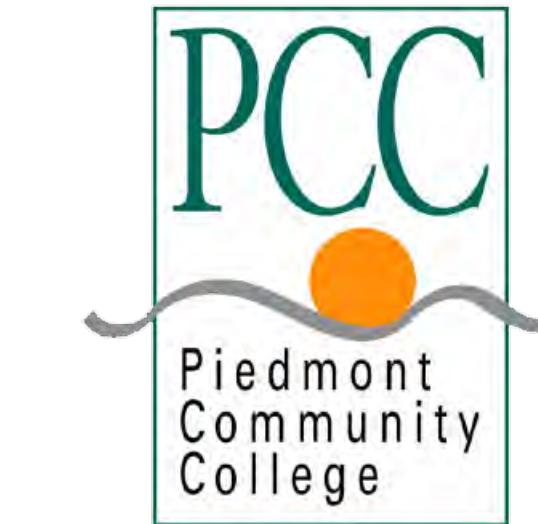


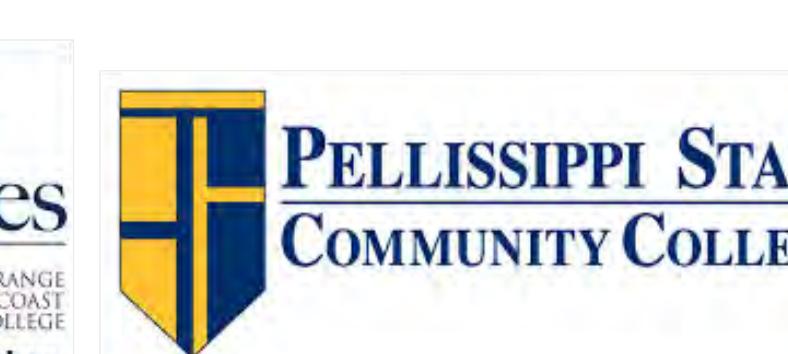
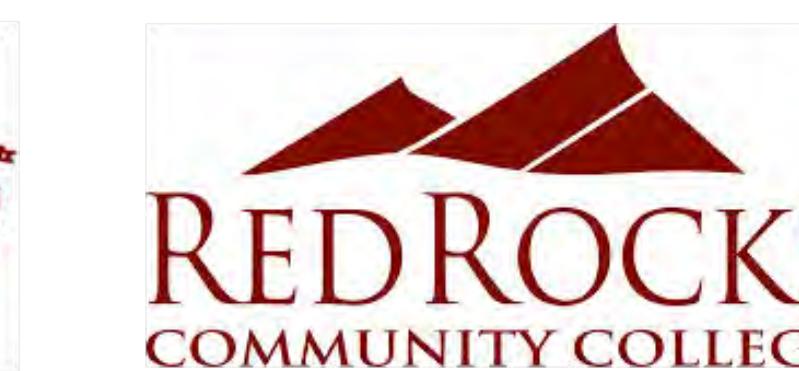
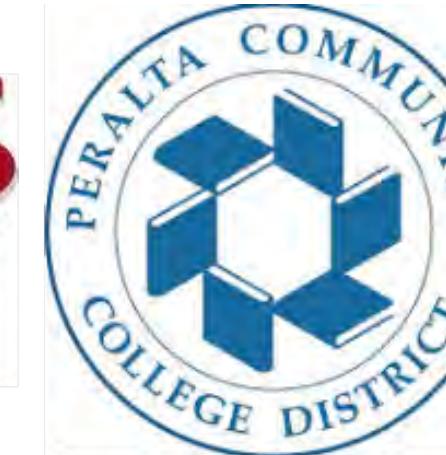
Helping build really cool lives  
(not a tagline)

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Stand for something.  
Stand apart.







E

Many institutions have poorly designed logos  
Common themes: torches, books,  
shields / seals, architectural elements

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Stand for something.  
Stand apart.  
Design timelessly.



1889



1969



1983



2007



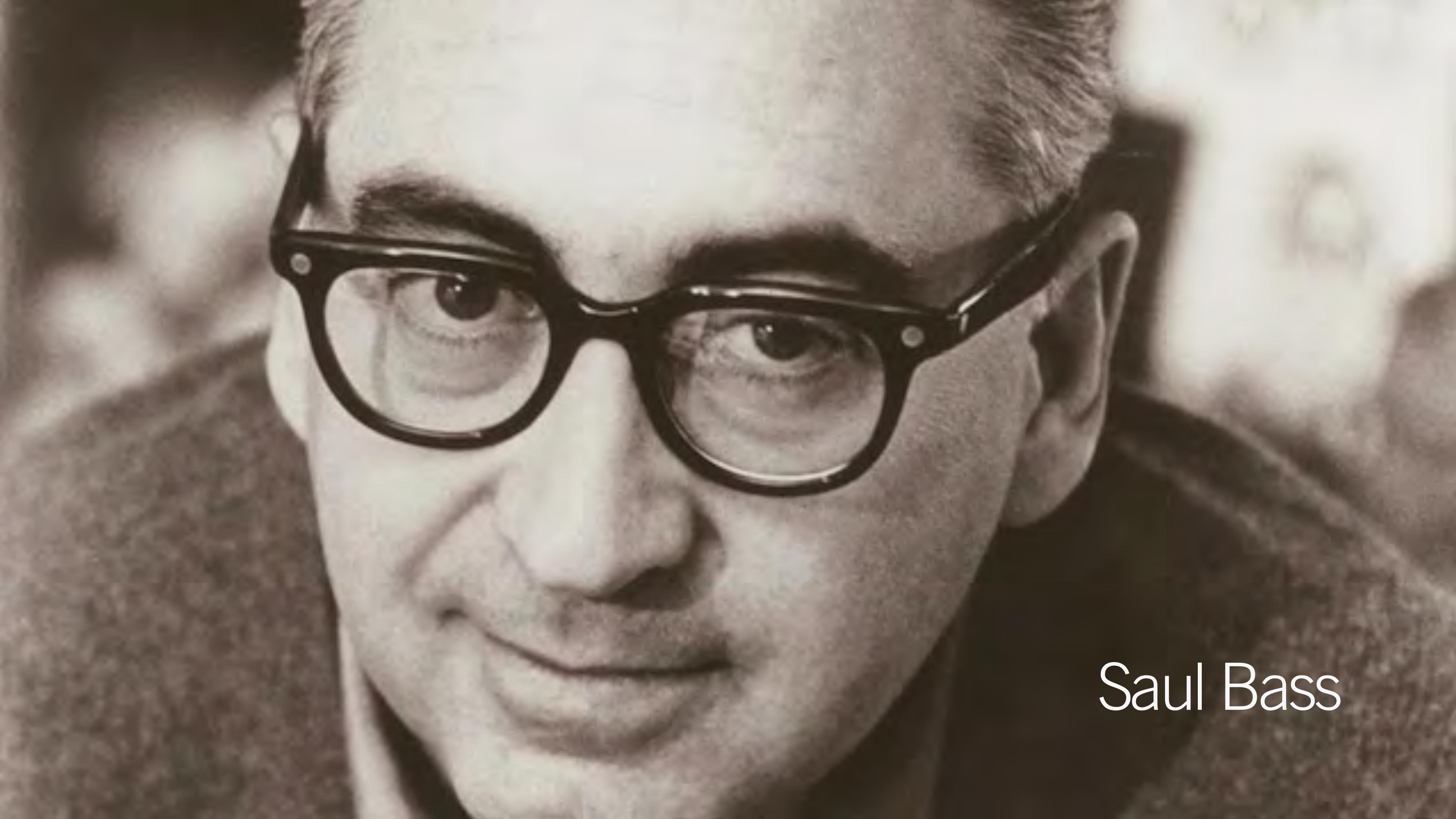
2016

Literal

Abstract

E

Stand for something.  
Stand apart.  
Design timelessly.  
Design intelligently.



Saul Bass



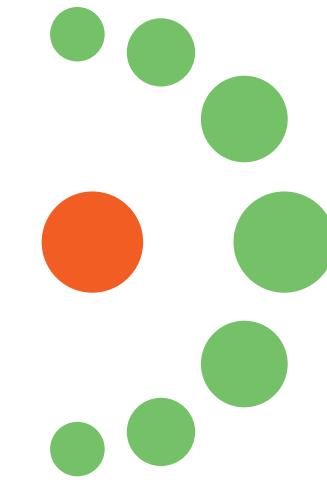
QUAKER



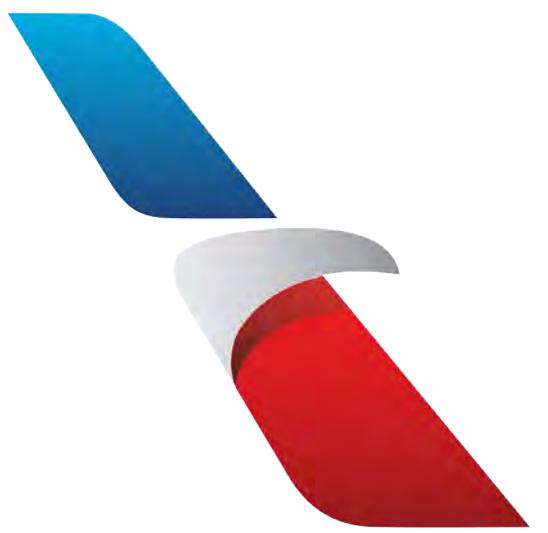
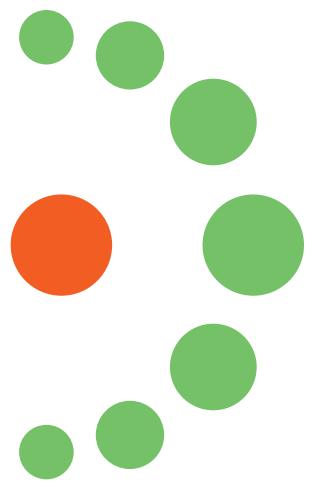
DIXIE



FULLER  
PAINTS



A logo must be readily understood yet possess elements of **metaphor** and **ambiguity** that will attract the viewer again and again. ~ *Saul Bass*



metaphor

ambiguity

E

Stand for something.  
Stand apart.  
Design timelessly.  
Design intelligently.

E

Creation







A. Forward



B. Mosaic



C. Pathways



D. Upward



**DURHAM TECH**

Do great things.



Center for Academic Excellence



Foundation



Student Senate



Center for the Global Learner



Information Technologies



Teaching-Learning Center (TLC)



Continuing Education



Library



Visions Leadership Initiative



Corporate and Continuing Education



Orange County Campus



Wellness Committee



EMS Education



Office of the President



Esthetician Technology



Spectrum





# This is your college. This is your brand.

Durham Technical Community College has been here since 1961. Like the region which it serves, Durham Tech has evolved and changed and grown.

This is why, with critical input from students, faculty, staff, and the business community, we have created a new brand for Durham Tech. It's a brand that not only reflects who we are, but where we want to go. It was designed to be inspirational, aspirational, and a symbol of pride for us all.

We are the caretakers of this brand. These guidelines will help.



Dr. William G. Ingram, President

Have a question?  
Click on this symbol wherever it appears.



## Durham Tech logos

Depending on the space in which the logo is used, there are three formats available.



HORIZONTAL LOGO



SIDE-BY-SIDE LOGO



VERTICAL LOGO

## Durham Tech logo + tagline lockup

"Do great things" exhorts and encourages students, potential students, faculty, and staff. The tagline + logo "lockup" should only be used in these ways, with no alterations allowed.



**FUN FACT** The width of "Durham" and "Do great things" ( $x$ ) should always be equal, and the tagline should be separated from the logo by the space of the "D" in "Durham." (Except where noted.)

HORIZONTAL LOGO + TAGLINE LOCKUP, V1



HORIZONTAL LOGO + TAGLINE LOCKUP, V2



VERTICAL LOGO + TAGLINE LOCKUP

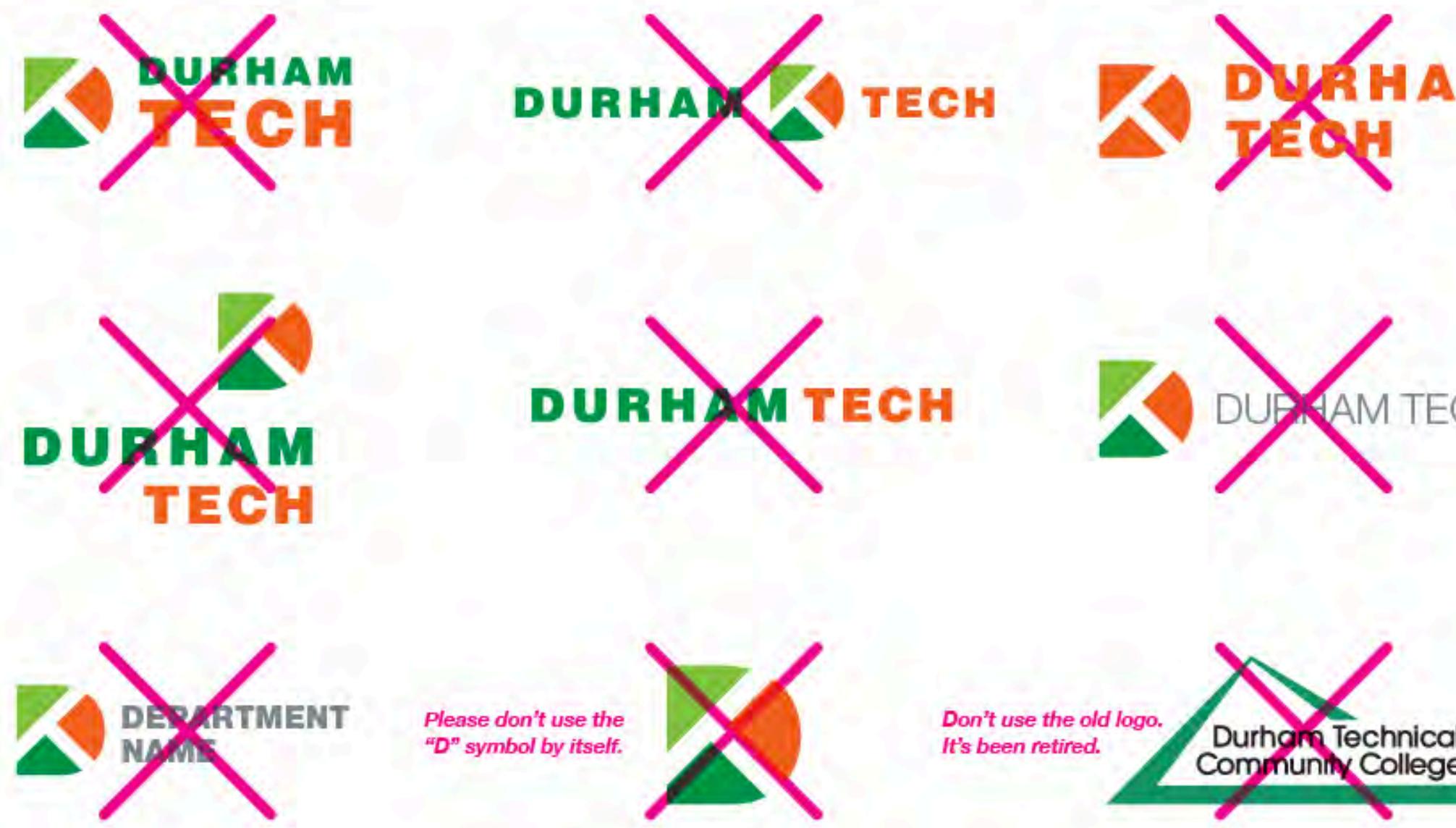


SIDE-BY-SIDE LOGO + TAGLINE LOCKUP

## Improper logo usage

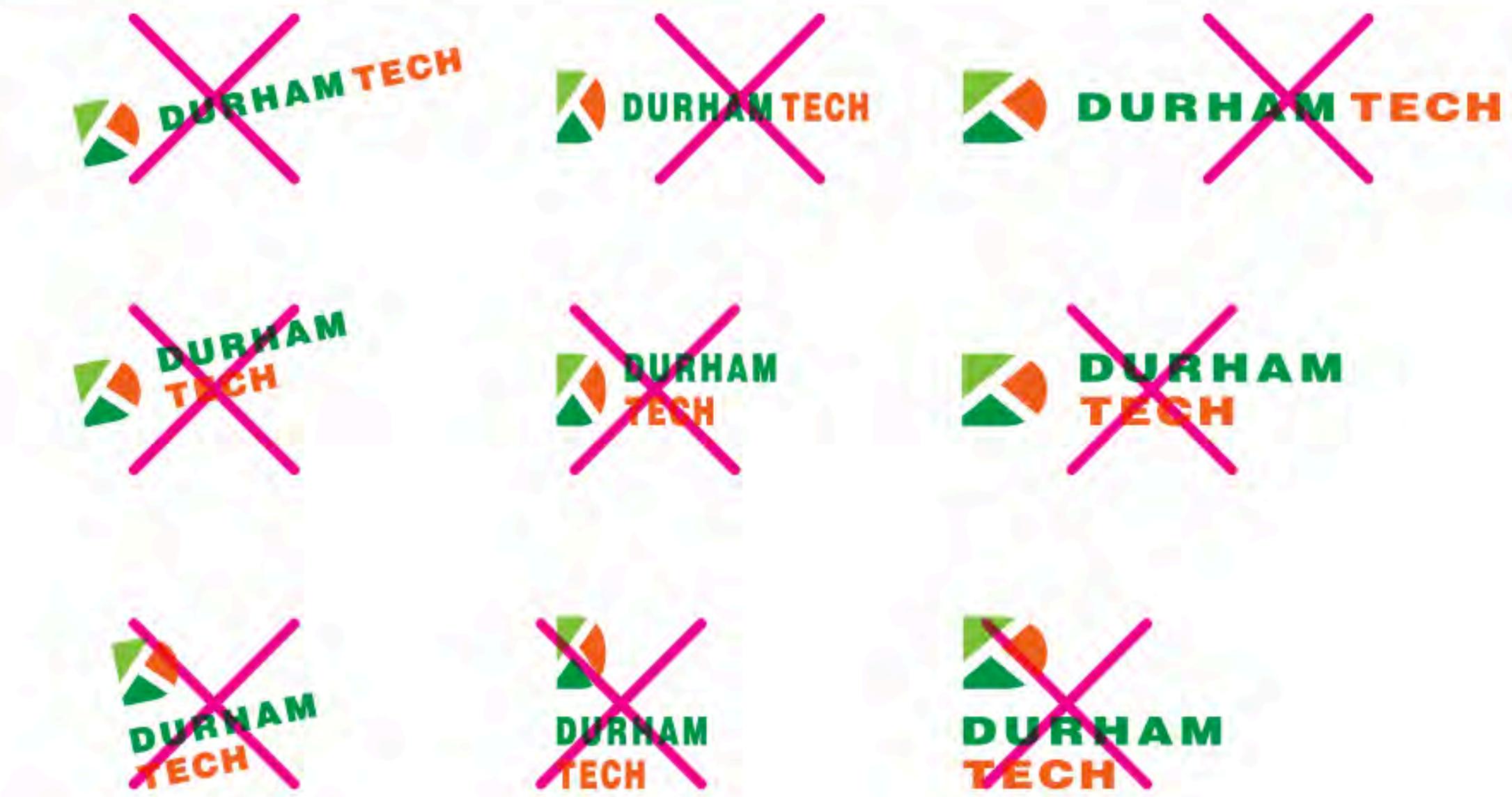
Following are just some of the examples of incorrect ways to use the Durham Tech logo.

**DO NOT** re-size, move, change color, or otherwise alter the elements of the logo.



## Improper logo usage

**DO NOT** angle, squish, or stretch the logo. **DO** re-size the logo proportionately. (See Page 17.)



# Editorial style and tonality



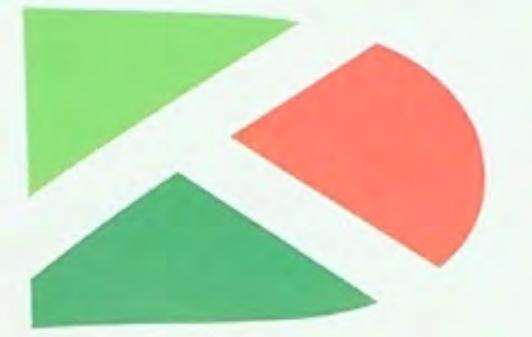
Ham Tech letterhead.doc

DO NOT









Do  
great  
things.

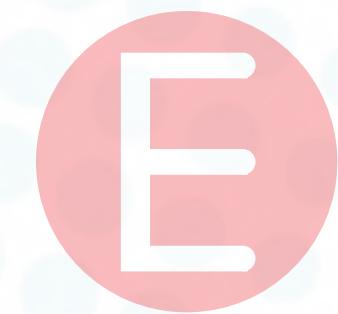


Increased visibility of Durham Tech in the community

Boosted morale amongst staff & faculty

Engendered real pride about Durham Tech

Doubled Facebook and Twitter audiences  
and increased social engagement 17x



Gave Durham Tech something to own and  
build upon for years to come.



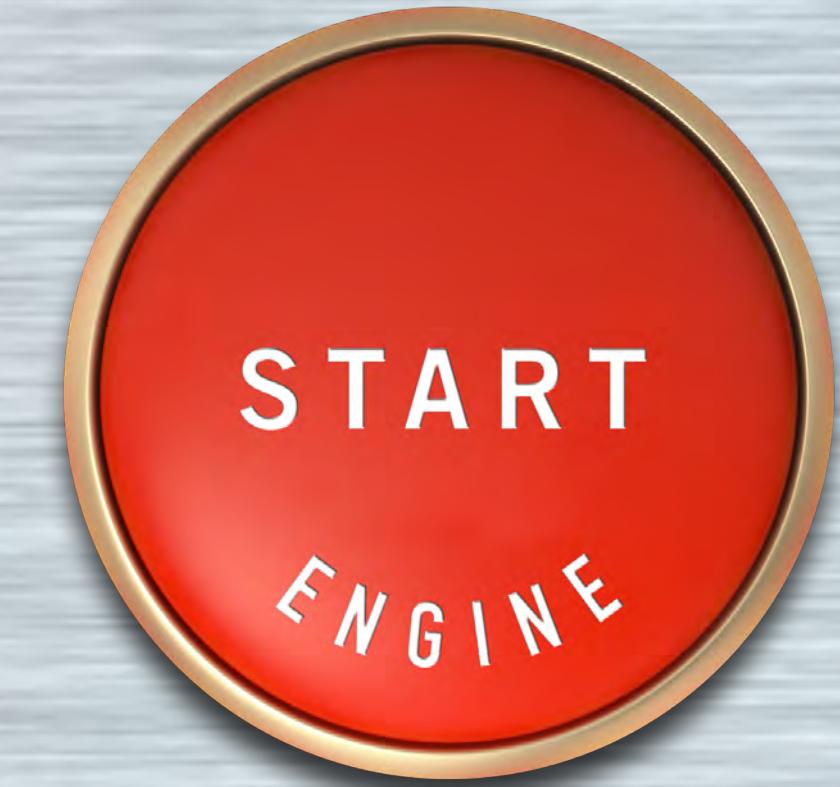
How can I help rebrand my college?

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- Decide if rebranding is needed
- Get buy-in from leadership
- Define any goals and objectives
- Plan ahead
- Determine: in-house vs outside consultant
- Think strategical and creative vs tactical

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Stand for something.  
Stand apart.  
Have fun.



Thank you.