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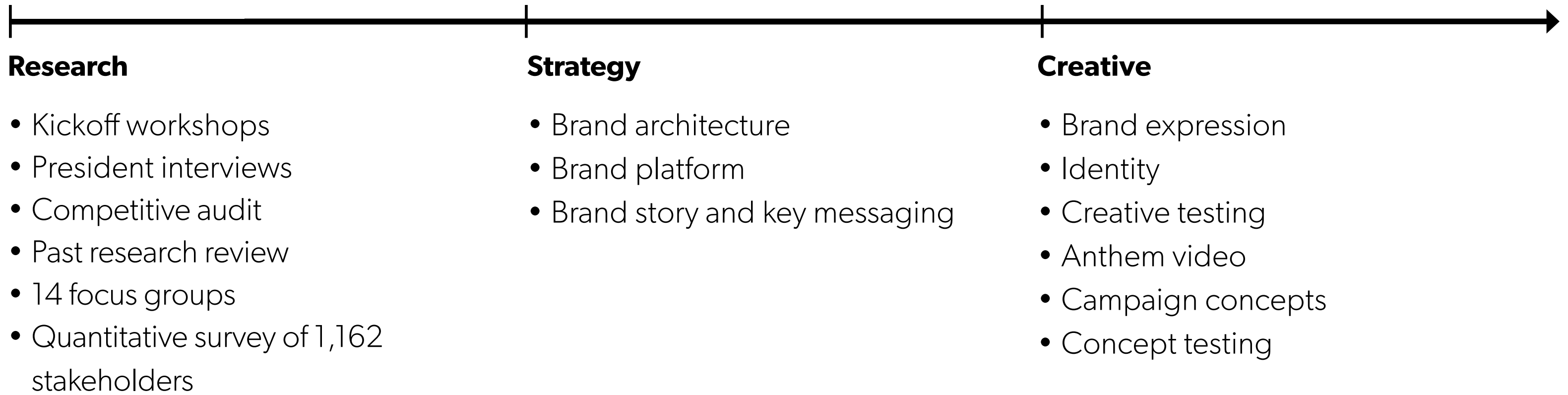
COMMUNITY COLLEGE DISTRICT NO. 508

JUNE 2, 2022

City Colleges of Chicago

Branding Update

JUNE 2, 2022



Rebranding governance roles

Vendor facilitator:

- Develops recommendations (strategic and creative)
- Facilitates discussions
- Conducts qualitative and quantitative research
- Builds consensus across stakeholder group

Brand Steering Committee:

- High level representation for all constituencies
- Provides feedback and input to vendor and brand project team (i.e., acts as sounding board)

College Presidents:

- Input: project review
- Listening: feedback
- Amplify: support

Executive Core:

- Provide guidance
- Final approval

Primary research path

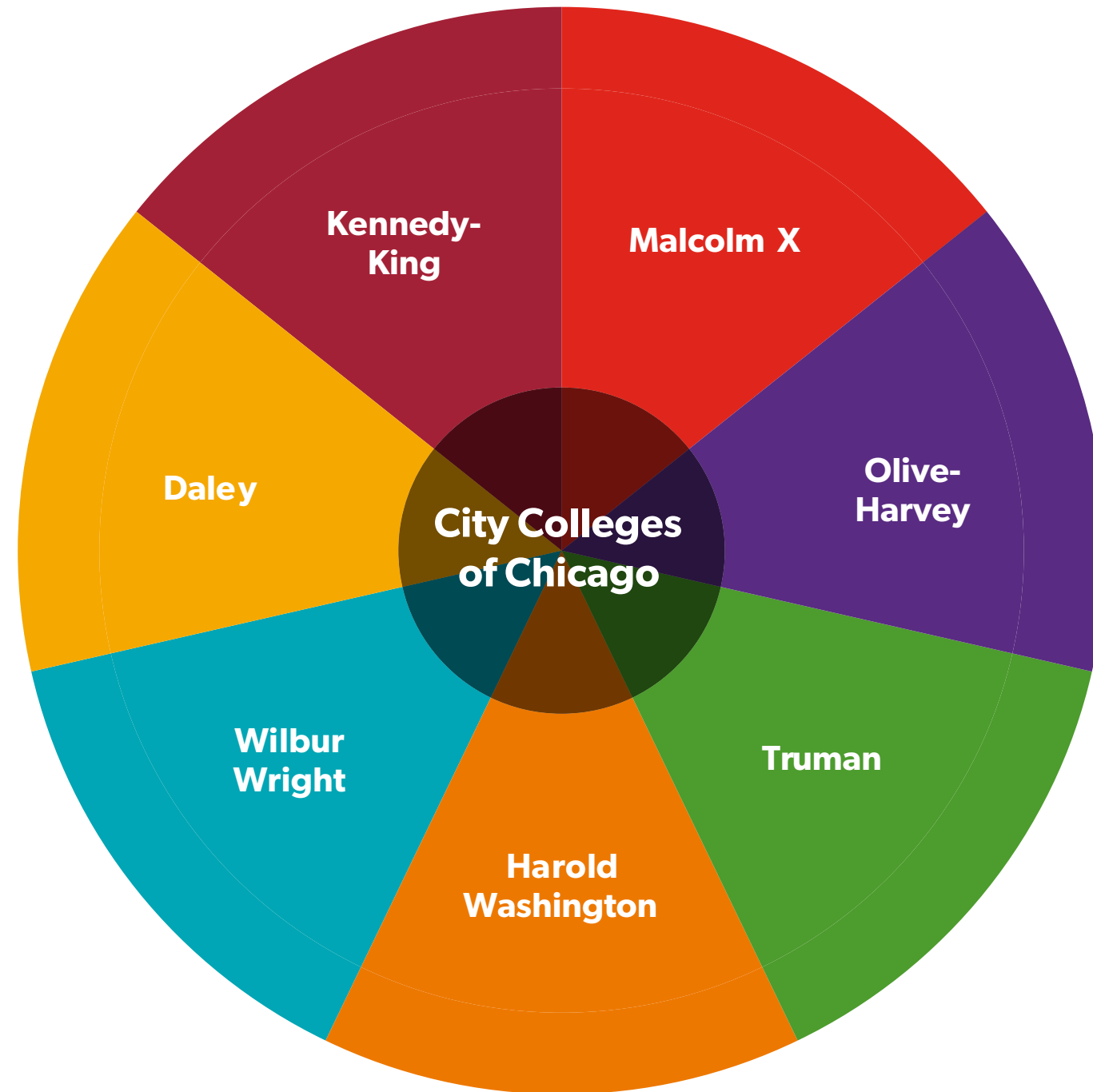


Strategic avenues for consideration

- Consider a branding strategy that connects and maximizes both college and system strengths
- Strengthen the communication and demonstration of the whole system's deeper purpose
- Explore the real potential of "community"
- Find unexpected ways to lean into value, knowing affordability is table stakes
- Move beyond "best-kept secret"

Rationale

- High connectivity — system and the colleges are one
- Conveys unified sense of purpose
- Offers shared City Colleges DNA while creating flexibility for each college's distinct personality





TRANSFORMATIONS

City Colleges, a different kind of community college.
 Community college > Colleges helping our communities thrive
 Second choice > Smart choice
 Limited by circumstances > Transcending limitations

CULTURE

Seven Strong — a more student-focused, community-forward experience:
 All-empowering access
 On your side, every-step-of-the-way support
 World-ready, world-class learning

CULTURE

MALCOLM X	OLIVE-HARVEY	HARRY TRUMAN	HAROLD WASHINGTON	WILBUR WRIGHT	DALEY	KENNEDY-KING
Disciplined decisiveness Never-ending advocacy and activism	Close-knit family feel Fearless ingenuity	Open-arms, come-together community Inspiring grit	Life-changing, career-charging hustle A multifaceted learning hub	Fueling future-focused aspirations Artful cultural connectivity	High-tech high-touch pathfinding Success-sparking collaboration	Intentional future-building Nurtured, Dream-driven life skills

CHARACTER

The boundary-breaker <ul style="list-style-type: none"> • Advancing • Bold • Demonstrative 	The mighty one <ul style="list-style-type: none"> • Warm • Open • Going for it 	The energizer <ul style="list-style-type: none"> • Inclusive • Lively • Committed 	The center of it all <ul style="list-style-type: none"> • Ascending • Bustling • Plugged in 	The communal scholar <ul style="list-style-type: none"> • Collegial • Curious • Vibrant 	The solver <ul style="list-style-type: none"> • Resourceful • Adaptive • Visionary 	The heartfelt believer <ul style="list-style-type: none"> • Primed • Devoted • Thoughtful
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Seven strong — Forward-looking, big-hearted, in-tune

CORE STORY

Welcome to City Colleges of Chicago, a different kind of higher-education experience. Seven colleges. Seventy-seven communities. Endless opportunity.

We don't settle for meeting society's expectations of community college. We're out to transform them. We are a system of city colleges, bringing purpose-driven, high-quality, inclusive higher education to local communities. Fostering resourcefulness, openness and innovative spirit. Demonstrating excellence by example. Empowering students to believe in themselves, overcome challenges and own their trajectory. And, unlocking the promise and potential within each of our communities. You'll find city colleges from the North Side to the West Side to the South Side to the heart of the Loop: Harold Washington College, Harry S. Truman College, Kennedy-King College, Malcolm X College, Olive-Harvey College, Richard J. Daley College, Wilbur Wright College. As different as each college is, we are each made stronger by what we share. Together, City Colleges of Chicago create a student-focused, community-forward system uniquely built to do three things.

KEY MESSAGES

Commit to helping communities thrive.

City Colleges of Chicago was designed to connect and serve all of Chicago. Fueled by the City, we're not just present in the communities we're in, we reflect their diversity. We advance equity, social mobility and opportunity within them. We invite students, faculty and staff from all backgrounds, and support each other in seizing our full potential. Through programs and partnerships, we empower people — students and residents alike — to live, learn and lead within their neighborhoods.

Give students a smart choice when it comes to their future.

In three decades, the cost of attaining a college degree has increased by more than 1,000 percent. Debt, along with it. Affordability and accessibility are words you hear a lot, and they are important. But the real conversation is around value. We're here to give students a smarter option — a higher education system with only the highest-quality faculty. High-touch staff. State-of-the-art technology. And, real-world experiences designed to truly prepare students for their tomorrow.

Show every student what they're capable of.

We believe whatever our students' dreams may be, they can get there. Because we see them. We know them. We celebrate them. We prove they belong here (and anywhere they aspire to be). We've witnessed generations of students grow, flourish and prosper. And, we're there every step of the way. Working together, and providing a network of care and support. So ultimately, our students emerge with the confidence to fully develop themselves, personally and professionally, for wherever they're headed.

MALCOLM X

We are defining the higher education experience across health sciences disciplines. But that's not the most important part of our story. Whether through specialized or general education programs, our leading-edge, inclusive, highly-curated learning environment helps students thrive — not only in their careers, but also in life. Welcome to Malcolm X College. One of seven City Colleges of Chicago.

OLIVE-HARVEY

Moving mountains to move the world. This is what we're all about. Pushing the boundaries of transportation, distribution, logistics and beyond, we believe our students deserve a chance to be at the forefront of whatever they aim to achieve. We support them, work with them and empower them to make that possible. Our close-knit, integrated, innovative learning environment shows students firsthand that with the right knowledge, there's nothing they can't make happen. Welcome to Olive-Harvey College. One of seven City Colleges of Chicago.

HARRY S. TRUMAN

Shaping the minds of future generations. It's not just what we do for our students every day. It's what many of them come here to do with their lives. But they come for other pursuits, too, like our one-of-a-kind cosmetology program. Representing backgrounds and perspectives from all over the world — no matter what brings them here, our eclectic, spirited, hands-on learning environment empowers them to dial up their future and the impact they make on the community around them. Welcome to Harry S. Truman College. One of seven City Colleges of Chicago.

HAROLD WASHINGTON

Hustle that won't quit. Shifting the course of your industry. Making an impression that won't be forgotten. This is what students have dreams of when they come, and it's what they're ready for when they leave. Some want a career in business or the arts. Others are looking for a general education foundation they can build their future on. Our dynamic, multifaceted, highly-connected learning environment gives students from all over the city a place in the heart of the city to find it. Welcome to Harold Washington College. One of seven City Colleges of Chicago.

WILBUR WRIGHT

From here, our students know they can go anywhere. In fact, it's what they come for — a chance to spread their wings and plot a course forward. We give them that and so much more — whether they want to re-engineer the world, or build a foundation that can take them to a four-year college and beyond. Our scholarly, collaborative, interconnected learning environment gives them a shared sense of belonging and a rounded view of the world that lets them become whatever they aim to be. Welcome to Wilbur Wright College. One of seven City Colleges of Chicago.

RICHARD J. DALEY

We aren't just advancing the world of manufacturing. We're supporting students in advancing their own worlds, every day, in whatever ways they imagine. Our diverse, inclusive and immersive learning environment gives them the mindset and skill set to break down problems and find breakthrough solutions. Welcome to Richard J. Daley College. One of seven City Colleges of Chicago.

KENNEDY-KING

Being a product of your environment should not be a detractor. It should be a point of pride. It should compel you to take pride in constantly improving it. We believe this. We live this. Whether through specialized culinary, hospitality and entertainment programs, or general education, we fuel a remarkable, rewarding, rooted learning environment — where students learn from the best how to give their best. Every day. Welcome to Kennedy-King College. One of seven City Colleges of Chicago.

Visual identity system

PUSH.
We come from all over the city.
But we're connected at our core.
The City Colleges.
EMPOWER.
ADVANCE.



CITY COLLEGES
OF CHICAGO

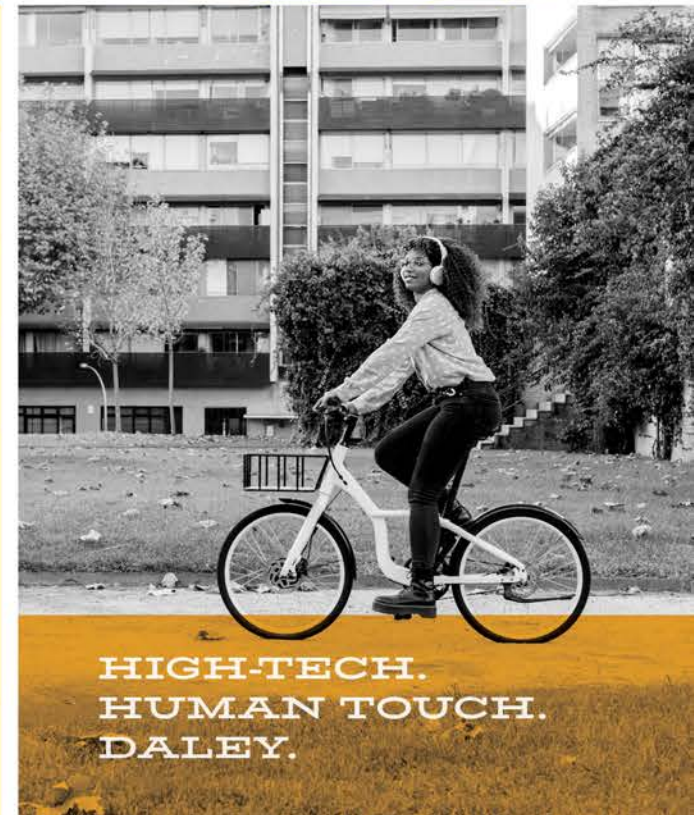
**WELCOME TO
A DIFFERENT
KIND OF
COMMUNITY
COLLEGE.**

RICHARD J. DALEY COLLEGE
CITY COLLEGES OF CHICAGO



**WELCOME TO
RICHARD J. DALEY
COLLEGE.
ONE OF SEVEN
CITY COLLEGES OF
CHICAGO.**

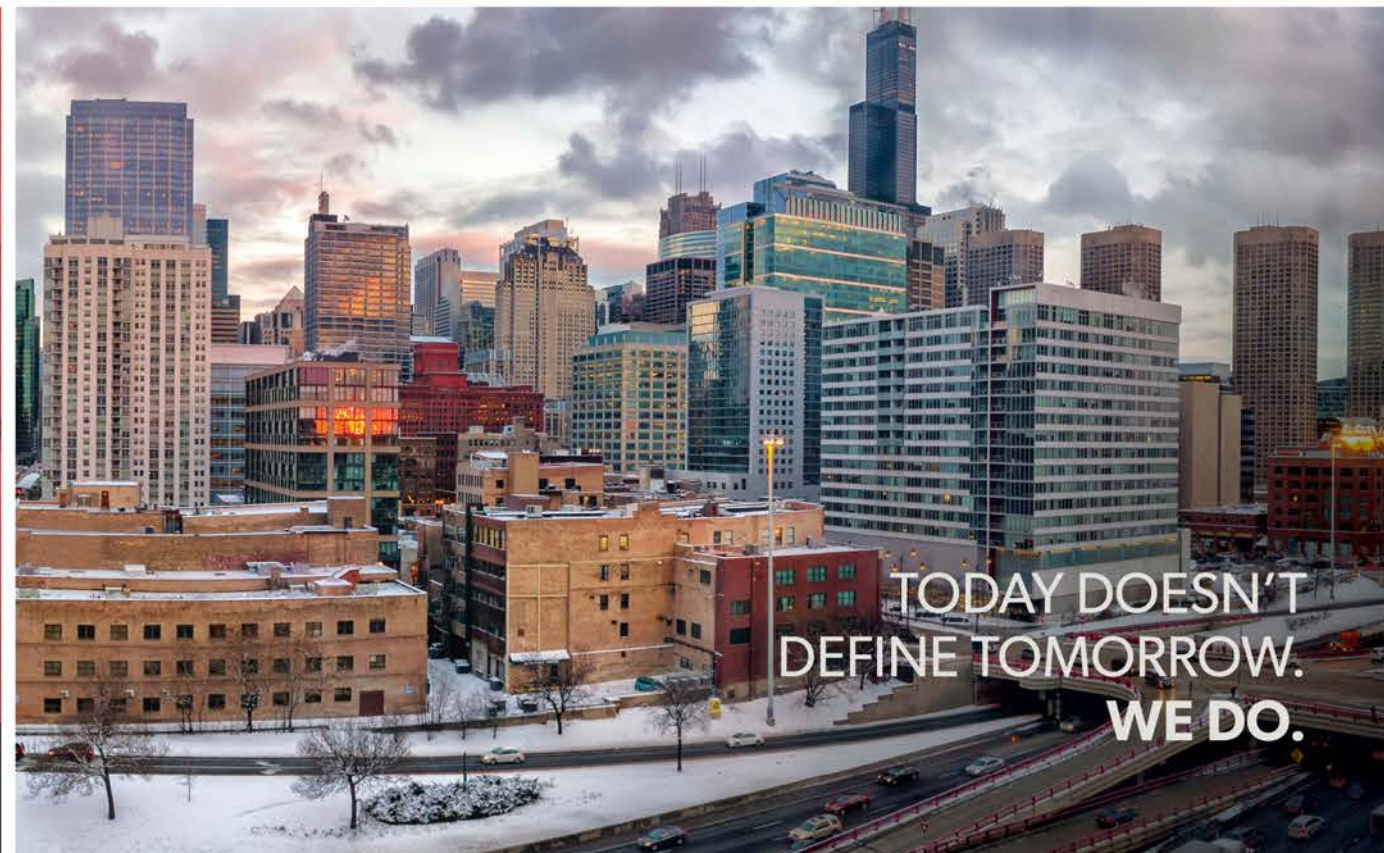
We aren't just advancing the world of manufacturing. We're supporting students in advancing their own worlds, every day, in whatever ways they imagine. Our diverse, inclusive and immersive learning environment gives them the mindset and skill set to break down problems and find breakthrough solutions.





WELCOME TO MALCOLM X COLLEGE. ONE OF SEVEN CITY COLLEGES OF CHICAGO.

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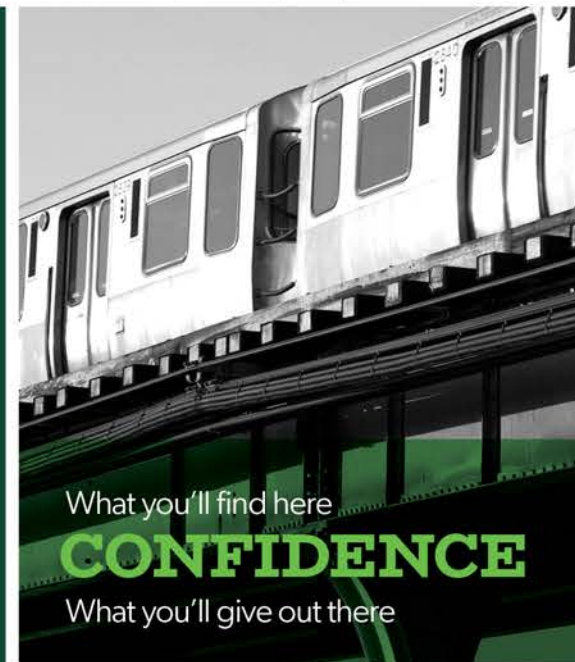
HARRY S. TRUMAN COLLEGE
CITY COLLEGES OF CHICAGO



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**WELCOME TO
HARRY S. TRUMAN
COLLEGE.**

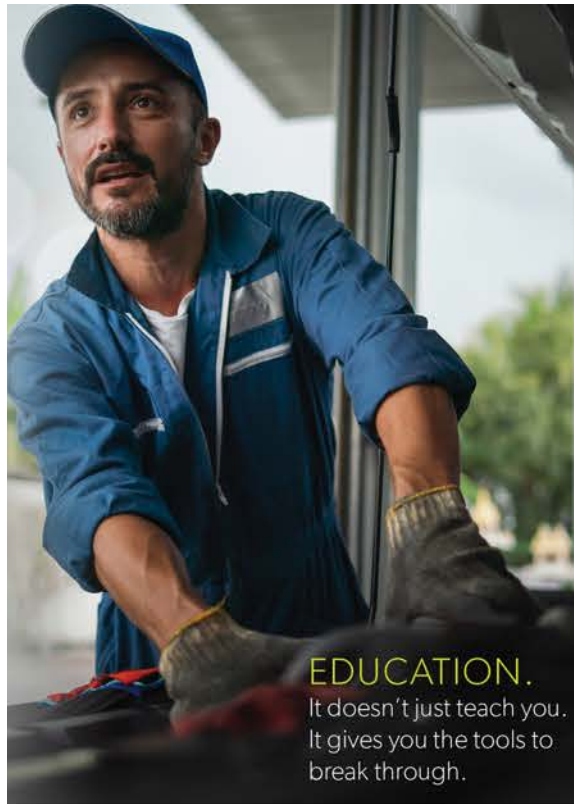
ONE OF SEVEN
CITY COLLEGES OF
CHICAGO.



What you'll find here
CONFIDENCE
What you'll give out there



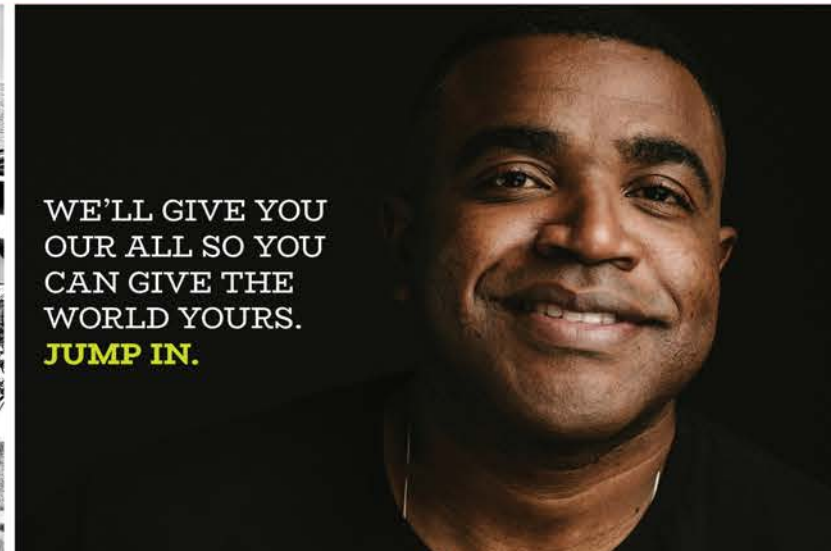
Diversity drives us to
**THINK BIGGER,
GO FURTHER,
BE BETTER.**



EDUCATION.
It doesn't just teach you.
It gives you the tools to
break through.



KENNEDY-KING COLLEGE
CITY COLLEGES OF CHICAGO



WE'LL GIVE YOU
OUR ALL SO YOU
CAN GIVE THE
WORLD YOURS.
JUMP IN.

WELCOME TO
KENNEDY-KING
COLLEGE.

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WELCOME TO WILBUR WRIGHT COLLEGE.

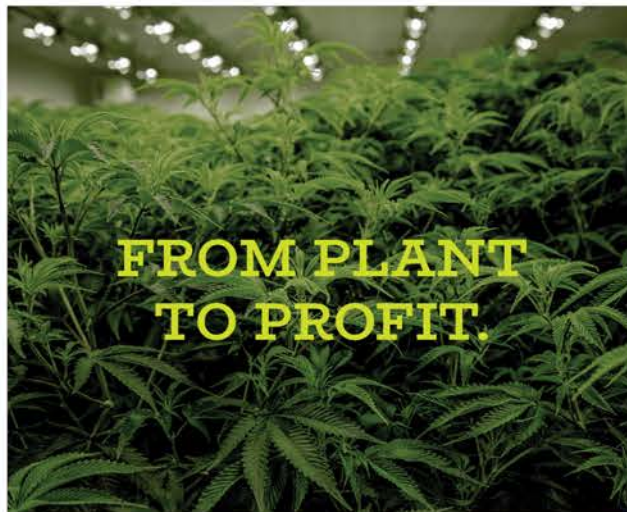
ONE OF SEVEN CITY COLLEGES OF CHICAGO.

From here, our students know they can go anywhere. In fact, it's what they come for — a chance to spread their wings and plot a course forward. We give them that and so much more — whether they want to re-engineer the world, or build a foundation that can take them to a four-year college and beyond. Our scholarly, collaborative, interconnected learning environment gives them a shared sense of belonging and a rounded view of the world that lets them become whatever they aim to be.



There's a place for you here.
There's a **career** for you out there.





WELCOME TO
**OLIVE-HARVEY
COLLEGE.**

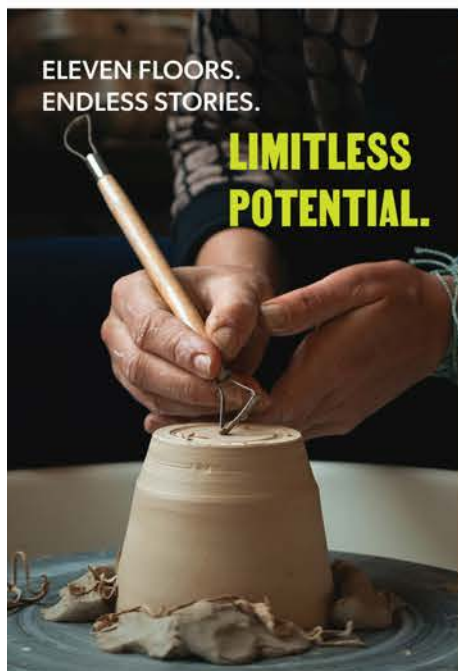
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OF CHICAGO.

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OLIVE-HARVEY COLLEGE
CITY COLLEGES OF CHICAGO



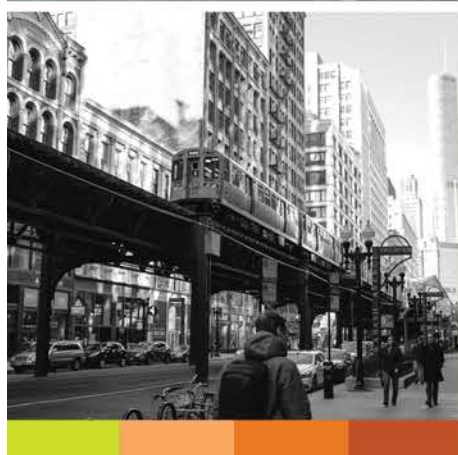
HAROLD WASHINGTON COLLEGE
CITY COLLEGES OF CHICAGO



WELCOME TO HAROLD WASHINGTON COLLEGE.

ONE OF SEVEN CITY COLLEGES OF CHICAGO.

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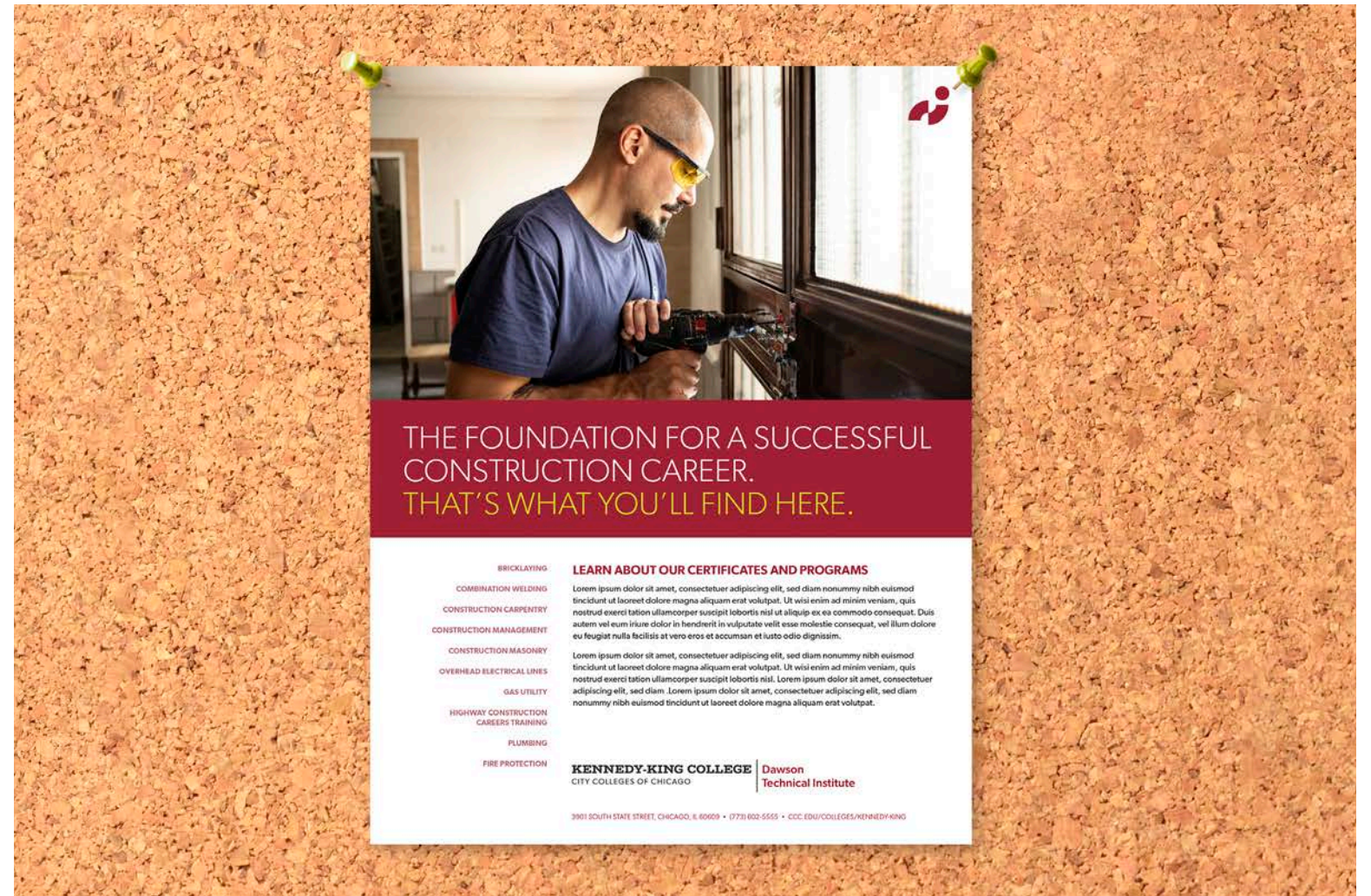


MALCOLM X COLLEGE
CITY COLLEGES OF CHICAGO

**West Side
Learning Center**

KENNEDY-KING COLLEGE
CITY COLLEGES OF CHICAGO

**Dawson
Technical Institute**



2-color

CITY COLLEGES[®]
OF CHICAGO

1-color

CITY COLLEGES[®]
OF CHICAGO

CITY COLLEGES[®]
OF CHICAGO

CITY COLLEGES[®]
OF CHICAGO

Primary

RICHARD J. DALEY COLLEGE
CITY COLLEGES OF CHICAGO

KENNEDY-KING COLLEGE
CITY COLLEGES OF CHICAGO

OLIVE-HARVEY COLLEGE
CITY COLLEGES OF CHICAGO

WILBUR WRIGHT COLLEGE
CITY COLLEGES OF CHICAGO

HAROLD WASHINGTON COLLEGE
CITY COLLEGES OF CHICAGO

MALCOLM X COLLEGE
CITY COLLEGES OF CHICAGO

HARRY S. TRUMAN COLLEGE
CITY COLLEGES OF CHICAGO

Secondary

RICHARD J. DALEY
CITY COLLEGES OF CHICAGO

KENNEDY-KING
CITY COLLEGES OF CHICAGO

OLIVE-HARVEY
CITY COLLEGES OF CHICAGO

WILBUR WRIGHT
CITY COLLEGES OF CHICAGO

HAROLD WASHINGTON
CITY COLLEGES OF CHICAGO

MALCOLM X
CITY COLLEGES OF CHICAGO

HARRY S. TRUMAN
CITY COLLEGES OF CHICAGO

Note: Colored versions of RD, HW, and WW are only web accessible when placed on a dark background.

System — Vertical

CITY COLLEGES[®]
OF CHICAGO

Alumni Association

System — Horizontal

CITY COLLEGES[®] | **Alumni**
OF CHICAGO | **Association**

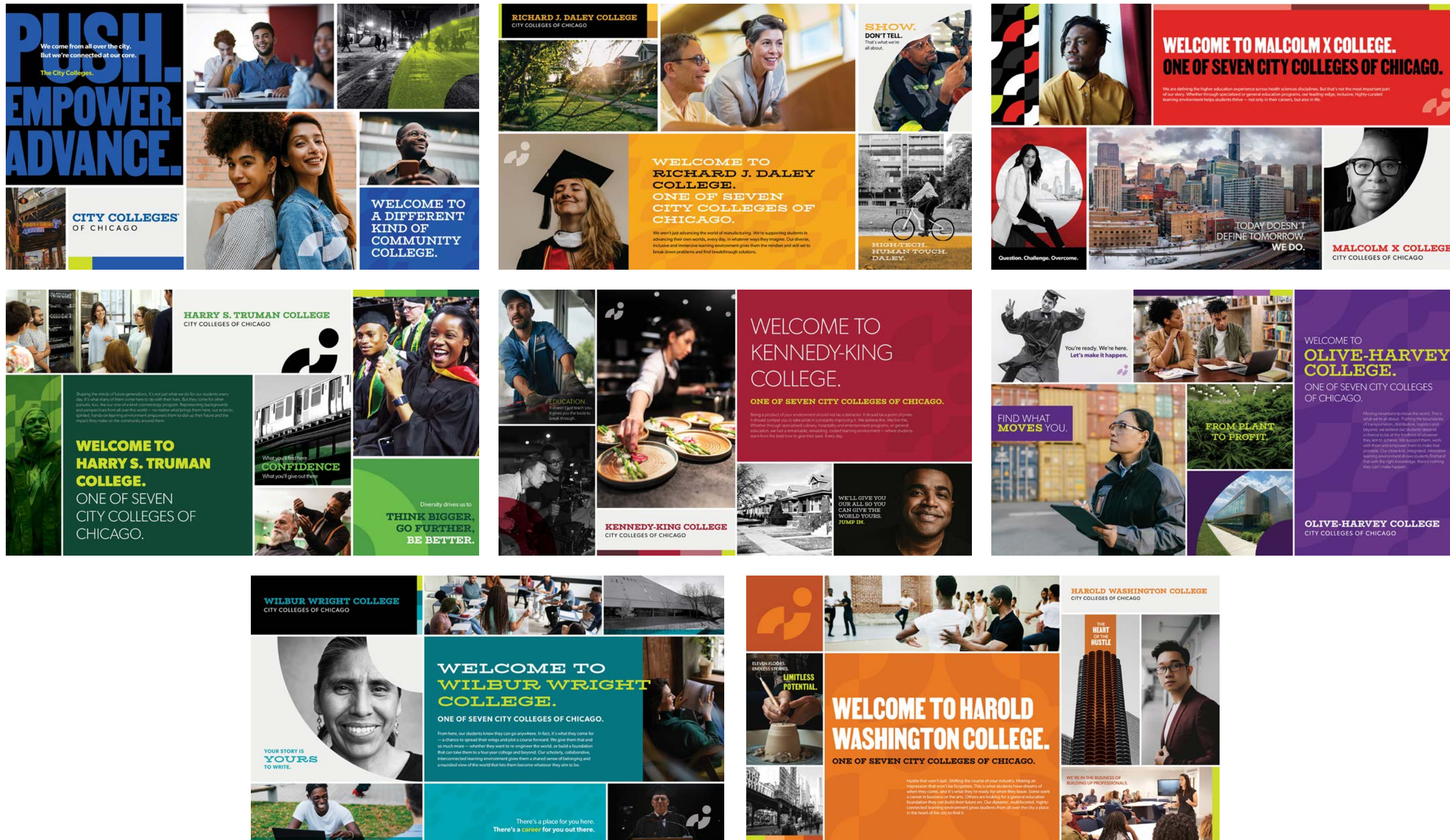
College-level — Primary

WILBUR WRIGHT COLLEGE | **Humboldt**
CITY COLLEGES OF CHICAGO | **Park**

College-level — Secondary

WILBUR WRIGHT
CITY COLLEGES OF CHICAGO

Humboldt Park



Thank you!