



NORTH CAROLINA'S LARGEST COMMUNITY COLLEGE UNVEILS NEW BRAND IDENTITY



BACKGROUND

Wake Technical Community College is the largest community college in North Carolina, spanning six campuses and serving more than 66,000 students in and around Wake County. In spite of the college being hugely successful and providing tremendous value through its breadth of offerings, Wake Tech suffered from a public perception that did not match the college's remarkable impact on its community.

The goal: Take what is truly unique and amazing about Wake Tech and create a compelling story around it.



INSTITUTION
Community College

LOCATION
Raleigh, NC

FOUNDED
1958

SIZE
68,854 Students



SOLUTION

Like any large community college, Wake Tech is an incredibly complex organization that serves an entire community of extremely diverse constituents – from degree-seeking and transfer students to adult learners, public policy-makers and the business community, among others. In order to articulate the core essence of the brand, VisionPoint gathered insight from all of these stakeholders and identified five brand attributes that were central to the college’s identity: reputable, passionate, welcoming, high-quality, and most importantly, life-changing. While each one of these attributes speaks to a particular quality specific to Wake Tech, it was the concept of changing lives that was ever-present throughout every level of the organization. From the college’s passionate leadership, all the way through to its students, everyone who comes in contact with Wake Tech finds themselves on a life-changing journey (for their own betterment or that of the community).



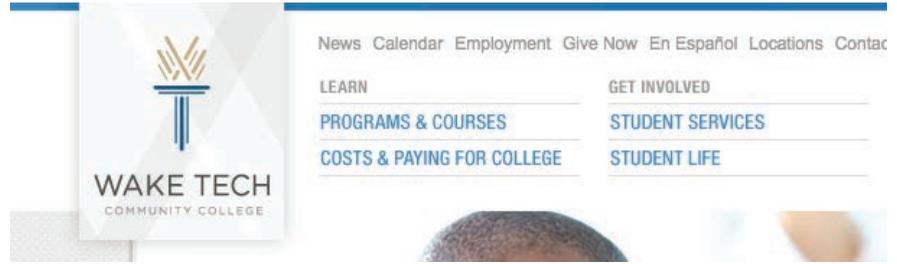
HOW DO YOU VISUALLY CONVEY A LIFE-CHANGING STORY?

While any journey has its share of trials and challenges, there’s often a source of light along the way...much like a lighthouse in a storm....something that guides the way along a path of adventure. In its purest sense, Wake Tech is that source of light....a warm, welcoming beacon that students discover along their path to a better future. Along the way, they acquire an education, but the journey doesn’t end upon graduation. Rather, the light that drew them in becomes a flame, and something they carry for the rest of their lives, more able, better equipped and fully prepared to be leaders in their community.



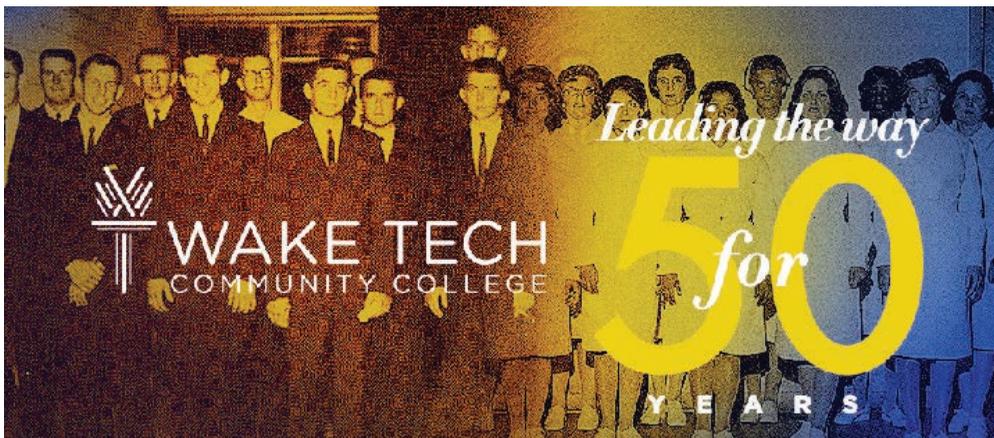
Altogether, the Wake Tech torch symbolizes the life-changing journey experienced by students who attend the college. The torch isn't just something they use while on campus, but something they carry for the rest of their lives. The education students receive at Wake Tech is the torch that lights their path, whatever that path may be.

The letters "WT" make up the torch with the lines of the "W" representing the flame and the "T" creating the handle. The base of the torch is a column, which is symbolic of a reputable academic institution. Furthermore, the typeface is a modern, reputable and high-quality sans serif which is made warm and welcoming by its rounded edges.



"LEAD THE WAY"

Building on the visual mark, the college's tagline "Lead the Way" defines the spirit of the brand. It's an action-oriented statement that applies to every level of the Wake Tech community; from the first-generation student embarking on a life-changing journey, to the professional trainee who will lead the way in their workplace, to the the new American citizen learning English as a second language so they can better provide for their family. Additionally, the tagline speaks to Wake Tech's position as a leader in high-quality education and its economic impact as the largest community college in North Carolina.





RESULTS

The brand was formally unveiled during Wake Tech's annual holiday party to emphatic cheers and applause from faculty and staff, students, corporate partners and other community members. Wake Tech continues to experience resoundingly positive feedback from both internal and external stakeholders who speak to a greater sense of pride and admiration for the college.

But most importantly, Wake Tech now has a consistent and compelling story to tell. The college's internal design team has passionately adopted the brand, applying it across a myriad of channels from the website to print publications to exterior signage and graphics. Altogether, everyone at Wake Tech is now on the same page, speaking the same language and telling the same story to the press, to their families, to their prospective students and to the community at large.

