

NEWS RELEASE

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Northwest Iowa Community College Announces New Logo, Brand Promise

Northwest Iowa Community College is proud to announce a new logo and brand promise. The goal of the rebrand of NCC is to enhance its image within the community and region and define its unique position among other area educational institutions.

This project is a result of strategic planning the College underwent in 2013-2014. One of the identified goals was to update the College look and feel for the 50th anniversary celebration that will take place in 2016. The scope of the project included strategic planning, market research, and three focus groups consisting of current students, community/alumni/business partners and employees. Finally, there was a campus wide vote on the new logo, brand promise, and school colors.

The new elements of the Northwest Iowa Community College logo now consist of the interlocking letters NCC, an updated font, and the emphasis on the Northwest portion of the name.

Kristin Kollbaum, director of marketing & communications, said, "Our logo is one of the most important tools we have to visually convey our brand and identity. The logo is our public face. A good logo creates an effective and efficient marketing tool—a 'spokesperson type' effect for your organization. Elements of a great logo include: high recall, stands the test of time, professional appearance, and visual impact."

The brand promise is another part of the rebranding process. NCC's new brand promise was developed to help the public identify with NCC's institutional goals and core values. We are about the success of every student who attends NCC. The new brand promise for NCC is - *Your Success is Our Story.*

Kollbaum, asked, “What is a ‘brand promise?’ It’s more than you may think. A brand promise should be something that speaks directly to our community about our basic customer benefits, and it’s our promise to our customers and the community we serve of what they will receive and what they should expect at NCC.” Kollbaum continued, “Any time a person interacts with Northwest Iowa Community College, in any way — from driving onto our campus, receiving a business card, reading a brochure, or even speaking to someone on the phone — they experience the NCC brand promise. They should come away with a gut feeling about who NCC is and what it is like to live and learn here.”

There also was a review and a slight change in the school colors. Kollbaum said, “We looked at a completely new color scheme for NCC. We started with a clean palette and went from there. While we reviewed many color combinations, the committee kept coming back to the history and the nostalgia of the red, gray and black color combination. After a lot of discussion, market research, and a campus wide vote we decided to stay with the basic three colors in our palette. We did, however, tweak the red color. The red is now a little deeper or richer color red.”

Dr. Alethea Stubbe, president, said, “The vision of NCC is to be the community college of choice for lifelong learning, personal development, and retraining. The new logo and brand promise is a reflection of our promise to the community to do just that. Every student counts, and everything we do at the College from faculty in the classrooms, assistants in Student Services, Workforce, or the Continuing Education Departments, or members of our physical plant staff is reflected in our new brand promise – ***Your Success is Our Story***. Everyone at the College wants our students/customers and colleagues to succeed, and we will do everything we can to help make that happen.”

Stubbe continues, “We look forward to celebrating our 50th anniversary, and we are even more excited to begin the next 50 years and help even more people achieve their educational goals.”