

# Columbia Gorge Community College

## **BRAND PLAN**

Presented by Weinstein PR  
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# WHY A BRAND?

- » It reminds us of who we are.
- » It gives us a home base of values.
- » It connects us to our audience, uniting us and moving us into the future.
- » It creates an invitation.
- » It generates excitement — internal pride.
- » It prevents message dilution.
- » It anchors our mission.





## BRAND VISION (Our higher calling)

**We are the heart of higher education in the Columbia River Gorge. We are a major community partner and convener, leading and inspiring all of our communities, residents, and businesses to embrace education, skill development, and lifelong learning as a vital component to living and thriving in the Gorge.**



## BRAND MISSION

(Our purpose)

**Our purpose is to inspire students, create opportunities, and enrich communities in the Columbia River Gorge by providing high-caliber, culturally appropriate educational offerings and lifelong learning.**

# BRAND VALUES

(The things we hold dear)

- » **Creating and identifying opportunities**
- » **Acquiring and applying knowledge**
- » **A caring, collaborative community**
- » **Small class size and personalized instruction**
- » **Making higher education accessible**
- » **Supporting diverse cultures, equity and inclusion**
- » **Our unmatched location — in Oregon and in the Columbia River Gorge**
- » **Cultivating enduring connections between students, the college, businesses and the community**





# BRAND PERSONALITY

(How people know us)

- » Welcoming
- » Accessible
- » Forward-thinking
- » Open
- » Knowledgeable
- » Collaborative
- » Connected
- » Optimistic
- » Inspirational



**BRAND PROMISE**  
(Our commitment always)

**The heart of higher  
education in the  
Columbia River Gorge**

# BRAND PLAN

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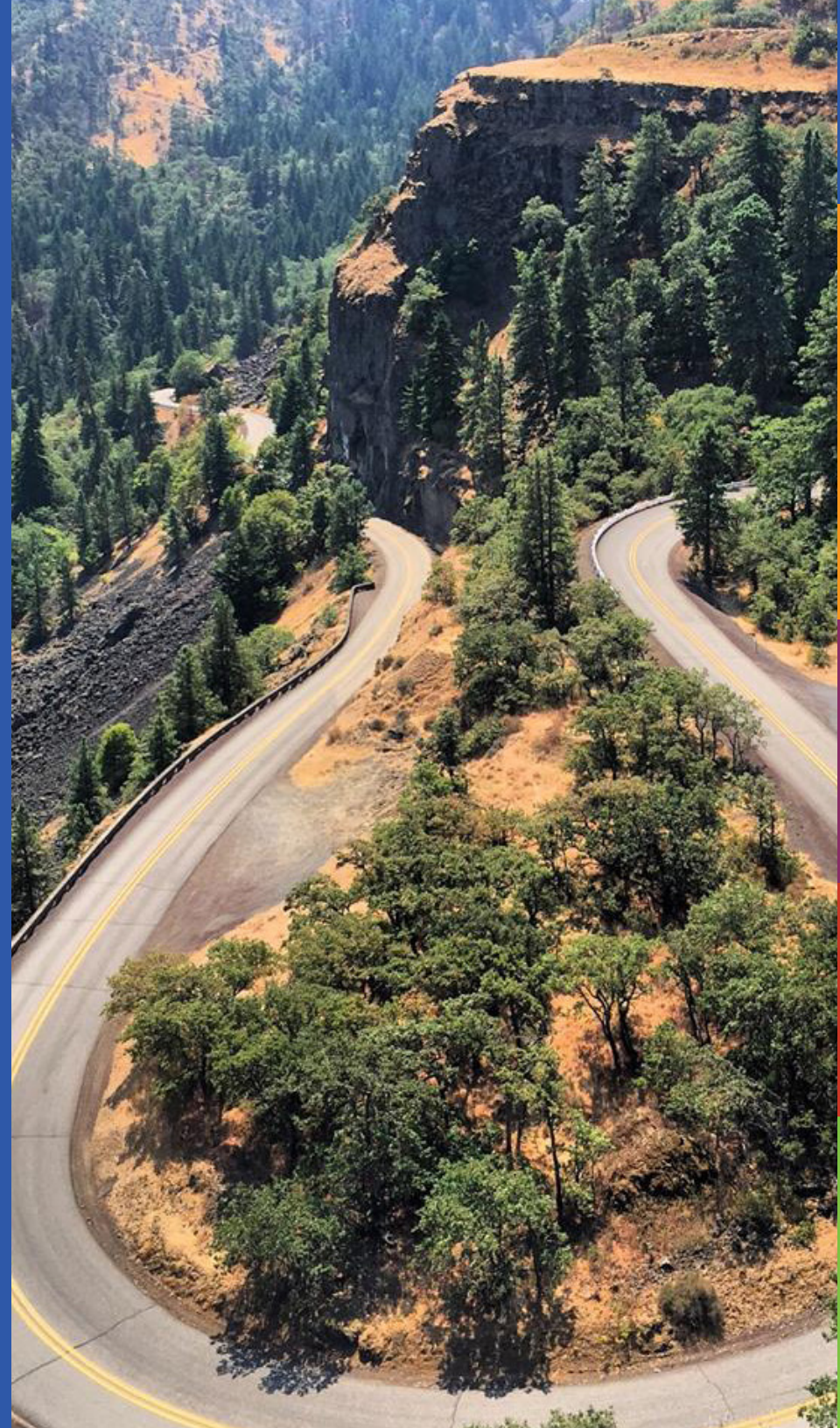
## BRAND PROMISE

The heart of higher education  
in the Columbia River Gorge



# Columbia Gorge Community College

Located in the heart of the stunning Columbia River Gorge National Scenic Area, Columbia Gorge Community College (CGCC) creates opportunities and enriches communities by providing high-caliber, culturally appropriate educational offerings, technical skills and lifelong learning. CGCC offers a flexible schedule of credit and non-credit courses taught by faculty members who have studied, taught, researched and volunteered around the globe. With campuses located in The Dalles and Hood River, CGCC offers a flexible schedule of affordable classes on campus, online and in the community.



# NEXT STEPS

You have a Brand Plan, now what?

Everything you do should **bring your brand to life**. A Brand Plan isn't something you share everywhere; you won't necessarily use the words in documents or campaigns. The ideas, however, should inform everything you do. Every interaction, from your website, to social media channels, your course catalogs, your email signature and your collateral, need to reflect your brand, always.

- » **Your Brand Plan will inform your Marketing and Communications Plan.**
- » **Create a refreshed Brand Visual Identity and develop a Style Guide.**
- » **Engage your faculty, staff and students, and empower them to be ambassadors of your brand.**