Client

Tri-C

Brand Essence

Cuyahoga Community College (Tri-C) is an institution dedicated to excellence and accessibility in education. Its brand essence revolves around the commitment to provide outstanding educational opportunities while ensuring accessibility to a diverse community. Tri-C aims to revitalize its brand identity to reflect these core values. Success in this endeavor will be measured through enhanced brand recognition, resonating with a broad and varied audience, as well as increased enrollment and greater community engagement. Ultimately, Tri-C seeks to become a beacon of excellence in education and a catalyst for positive community impact.

Design Rationale

The circular design for Tri-C's logo is a thoughtful choice that conveys a sense of unity, continuity, and modernity. It symbolizes a holistic approach to education, where students are nurtured and supported in their journey. The choice of a college font reminiscent of the 1940s brings an element of tradition, reflecting the institution's rich history and roots. This combination of a vintage font within a contemporary circular framework strikes a balance between honoring Tri-C's heritage and signaling its relevance in the present and future. Overall, the design serves to position Tri-C as an institution that respects its history while embracing innovation, underlining its commitment to both timeless educational values and a progressive, forward-looking approach."

Larry A Lesley

VCD 5/43003 | Identity Systems | Fall 2023 | Problem 1

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Design Rationale

The choice of a 1960s-inspired font for Tri-C's logo design, with modern organic edges, is a strategic fusion of tradition and contemporary relevance. The vintage font pays homage to the institution's roots and heritage, evoking a sense of time-honored academic values. Simultaneously, the incorporation of organic, modern edges infuses a fresh and innovative feel, emphasizing Tri-C's adaptability and forward-thinking approach to education. This design harmoniously bridges the past and present, symbolizing a commitment to maintaining the institution's rich history while embracing the evolving needs of a diverse and dynamic student body. Overall, the font choice effectively encapsulates the essence of Tri-C's brand identity, reflecting its enduring legacy and a dedication to progressive educational standards.

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Design Rationale

The incorporation of the underline beneath the second "C" in the logo, forming "CCC," is a deliberate and impactful design choice that spotlights the critical element of "community" at Tri-C. It signifies the institution's unwavering commitment to its community and its central role in the educational process. This underlining emphasizes that the college is not just about education but also about fostering strong connections within the community it serves. By visually separating one of the "C"s, this design invites viewers to pause and reflect on the concept of community within the context of the institution, thereby reinforcing Tri-C's dedication to the people it serves. Overall, the logo serves as a powerful symbol of the college's focus on community engagement and the integral role it plays in enhancing the lives of those it touches.

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