

# A new face for transfer & articulation

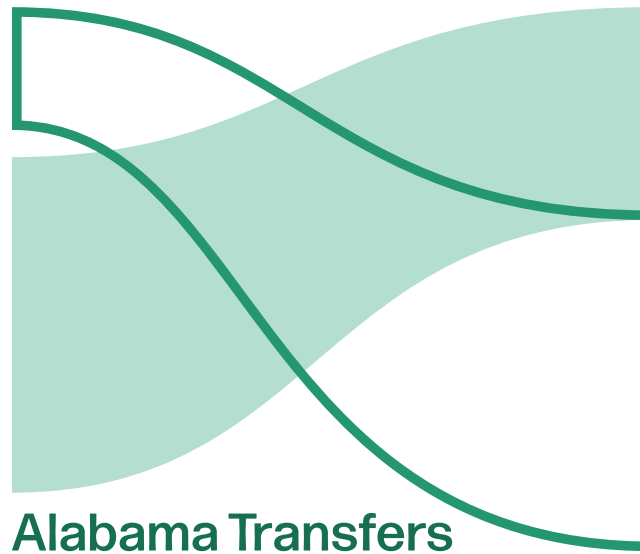
Our public-facing brand should make it clear to students what service we provide. It should sound like a public service, not a government agency or tech company. And it should be personable and memorable – a brand that advisors are eager to refer students to, which engages students with a familiar visual language.

## Symbolism

Our new logo represents the transfer process, as two cohorts with separate starting points intersect and arrive at a shared destination.

## Responsiveness

We fine-tuned the logo's weight and spacing to make the same visual impact at a wide range of sizes.



## Aesthetic

Using only simple elements – an outline, a filled shape, and a wordmark – the logo renders just as well in monochrome as in full color, on coarse mediums as well as hi-res digital displays. The individual elements can be reused and recomposed any number of ways to form new brand expressions.

