



case study

Evolving Citrus College's Brand with Authenticity and Vision

The challenge

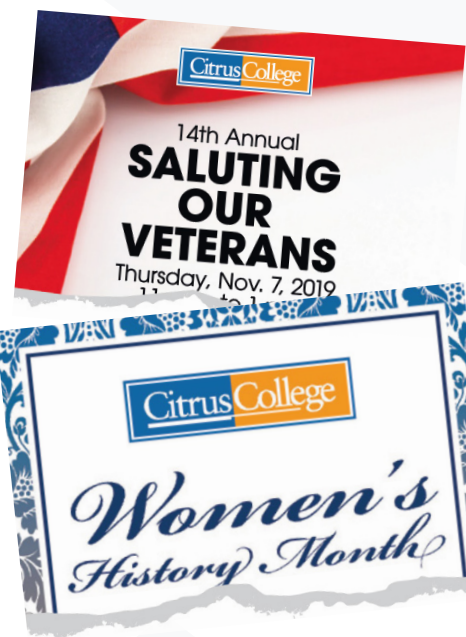
Citrus College, the oldest community college in Los Angeles County, recognized that its visual identity no longer reflected the warmth, excellence, and community-centric values that define its campus experience. With a legacy of over 100 years, the college needed a refreshed brand that would resonate with new generations while honoring its history. The task was ambitious: a new logo, colors, updated seal, and tagline all while engaging the college community in a meaningful, collaborative process.

Our approach

GradComm embarked on a deeply collaborative and research-driven branding process. To ground the brand in authentic community experience, we conducted one of the most comprehensive research efforts in Citrus College's history:

- **Brand Audit:** Reviewed 75+ materials to assess visual and messaging consistency.
- **Phone Survey:** Collected 444 responses from community members, including 41 in Spanish.
- **Online Survey:** Gathered insights from over 500 students, faculty, and staff.
- **Focus Groups:** Held with current students, recent alumni, and staff to capture lived experiences.

before



after





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These insights became the backbone of our creative work. The college wished for a more modern brand, while sticking to its rich history and honoring its supportive atmosphere. This influenced both visual direction and messaging strategy throughout the entire process.

The *outcome*

Rather than resolving the college's colors entirely, we chose an evolution of colors, preserving brand equity while supporting the boldness of the new logo. This strategic restraint ensured continuity amid transformation.

At the heart of the refresh was a clear, unifying idea: helping every student rise. From that, we introduced the tagline: "Soar With Us" a concise, aspirational call to action that celebrates the college's supportive environment and commitment to student success.

The brand refresh deliverables included:

- **Brand Audit**
- **Brand Story and Tagline Development**
- **Creative Guidelines Document**
- **Full Roll-Out Plan**
- **New Brand Element Toolkit**
- **New Logo and Modernized College Seal**
- **Updated Color Palette**

