



case study

## The Foundation for the Los Angeles Community Colleges Branding

### The client

The Foundation for LA Community Colleges enlisted GradComm to craft a distinct brand identity separate from the LACC district. The project included a logo, color palette, brand standards, and website development—all on a tight three-month timeline to align with a major gift announcement.

### The challenge

Their first challenge was in their name.

Their name was long, often misused, shortened to an unwanted acronym, or reordered incorrectly. The foundation also struggled to stand out among Los Angeles' many foundations.

As GradComm shared logo concepts, the foundation expressed a desire to creatively incorporate "LA" while also paying homage to the district's nine colleges. With no prior brand identity or materials, we were building from the ground up.



*"Working with GradComm on our full rebrand was a transformative experience for the Foundation for the Los Angeles Community Colleges. From the very beginning, their team approached our project with a level of strategic insight and creative thoughtfulness that set them apart. They took the time to deeply understand our mission, our audience, and the impact we strive to make in the Los Angeles community. The result was a stunning new brand identity—complete with a fresh logo, refined color palette, and a dynamic website—that truly captures the essence of who we are and the work we do. Every design decision was intentional."*

*Our new brand not only resonates with our stakeholders but has also strengthened our ability to connect with donors, partners, and the students we serve. GradComm didn't just give us a new look; they gave us a brand that reflects our future. We couldn't be more thrilled with the outcome and highly recommend them to any organization looking for a strategic and impactful rebrand."*

— Kelly King, Executive Director  
The Foundation for the Los Angeles Community Colleges



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# Solutions

GradComm kicked off the project with a deep dive into the foundation's brand, conducting a full communications audit and analyzing its web presence. To capture diverse perspectives, we hosted two virtual focus groups with current and past board members and interns, uncovering how the foundation was perceived and how it aspired to be seen.

A separate "mini-focus group" with key stakeholders helped refine their core identity. After multiple rounds of logo revisions, we collectively landed on a winning design that truly represented their vision.

We then developed a full brand package, which we applied to a new website and communication materials.



## Client

# Wings

- GradComm designed a unique logo, identified new fonts and colors, and developed a comprehensive brand rollout package.
- GradComm built a sleek new webpage on the Squarespace platform, meeting the tight deadline for the foundation's major gift announcement.
- To ensure brand consistency, GradComm created a detailed brand standards manual.
- GradComm provided essential branded templates, including letterhead, Zoom backgrounds, email signatures, and business cards, setting the foundation up for long-term success.