



LA19 Creative Review

July 10, 2019

Collier.Simon / Hollywood
hello@colliersimon.com

Today

Revisiting the Assignment

- Objectives and Considerations
- Assignment and Goals

Feedback Recap

Creative Territories

Summary and Next Steps

Revisiting the Assignment

Objectives and Considerations

Raise the appeal of the 19 Los Angeles Community Colleges to drive increased enrollments and a lasting, elevated brand perception.

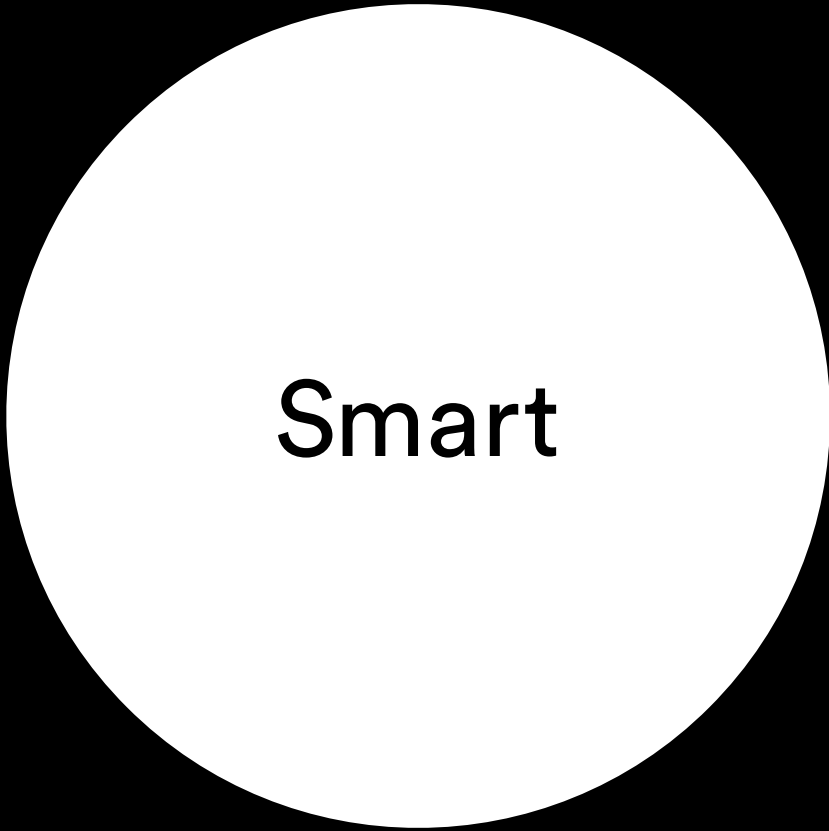
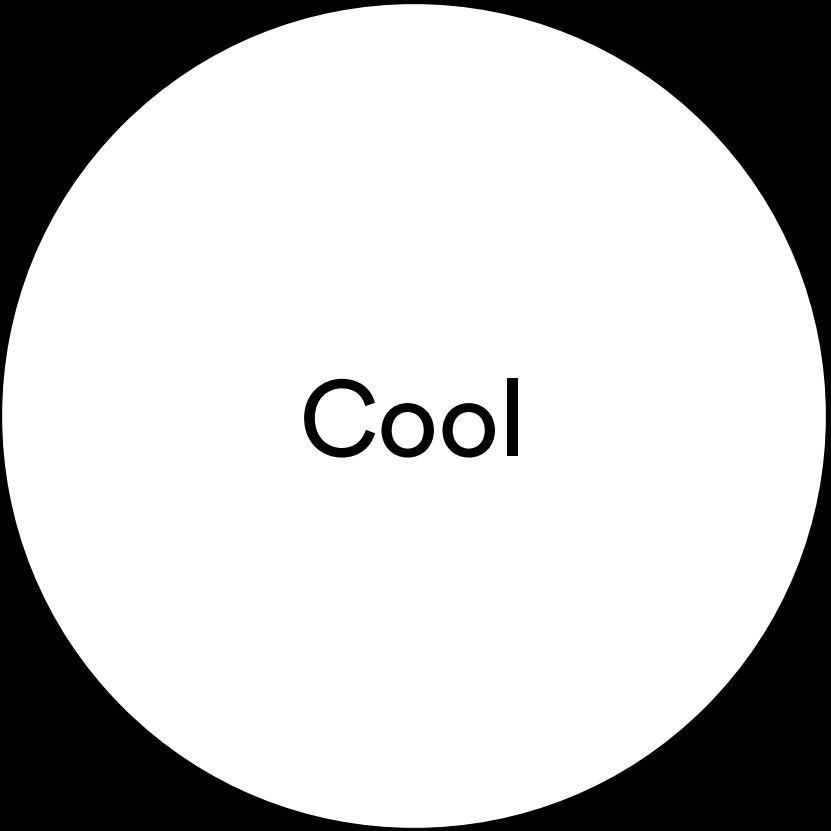
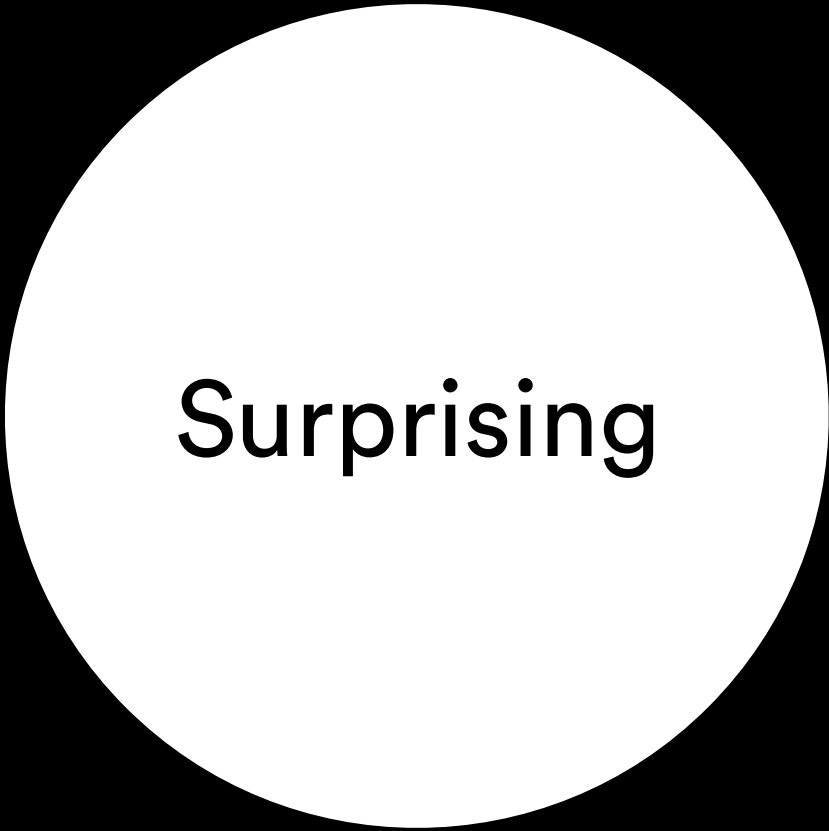
Considerations

- Build a brand that can stand the test of time.
- Make sure the work is compliant with the state system and its brand guidelines.
- Appeal to our primary (Segment 5) and secondary (Segment 4) markets.

Assignment and Goals

Develop a master brand for the 19 Los Angeles Community Colleges, which will include a new logo/lockup, tagline and overall brand look and feel.

To achieve the assignment, we are creating three distinctly different creative territories.



Coming out of today, we will refine the work based on feedback, and put into focus groups with current and prospective students to see which creative territories are pulling.

We will use that data to inform our presentation to the larger LA19 team on July 19, 2019.

Feedback Recap

- Less tourist, more REAL LA education (networking, teachers, students, classes)
- Make sure to represent a wider berth of campuses
- Inject passion and real stories of our students throughout
- Show the teachers more
- Clean up the designs and use simpler illustrations; cannot use bear in logos/crests
- Make sure patterns in art tie back to the areas of study
- Elevate the artwork a bit to make it look less playful

Creative Territories

Territory 1



Problem

People believe that what you get out of a community college is not as good as what you would get at a 4 year college.

Insight

CCLA offers benefits and opportunities that you can't get anywhere else, especially for the price.

Their students, professors, facilities and alumni are the source for surprisingly transformative stories for thousands of students everyday.


Solution

This territory leverages the stories that bring to light all the inspiring things that CCLA has to offer.

Those in the dark will be surprised.
Those in-the-know will be reassured.

Both will feel inspired.

The Creative


COMMUNITY COLLEGES OF LOS ANGELES
TRUST • COURAGE • AFFECTION • HOPE

NURSING DEPARTMENT

Every nurse has a story.

GREAT TEACHERS

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SAMANTHA FORBES
NURSING STUDENT

Read why Samantha chose a CCLA nursing program.

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Sometimes we inspire our students; more often they inspire us.

NURSING PROGRAM



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Los Angeles Times

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LAVENDER DIAZ
WELDING TECHNOLOGY STUDENT

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**I've grown in ways
I would have never
thought possible.**

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PAUL LEDO

AT&T 11:40 AM 85%

Photo

CCLA



Did you know?...
Our faculty are kind of like rockstars.

10,822 likes

CCLA We have a world-class faculty that Rolling Stone magazine said "...are hired based almost solely on their effectiveness in the classroom."

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Photo

CCLA



DEAN THOMAS
AUTO MECHANIC STUDENT

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CCLA The potential in his mirror is closer than you think. Graduates of Community College of Los Angeles don't just learn a trade, they enter a community of skilled professionals.

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Photo

CCLA



We create programmers, not programs.

10,822 likes

CCLA With faculty that are not just at the forefront of their field, but are known to challenge it, CCLA is where future leaders learn to design technology that solves problems and improves lives.

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LUCIA MARTINEZ
BIOENGINEERING STUDENT
From cooking for her family to
interning at Boeing

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**Students
like us...
beat the
odds.**

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THERE'S SOMETHING HAPPENING HERE.



LILY EVENS
FINE ARTS STUDENT
From growing up in central LA to
learning how to make it more beautiful.



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**Students
like us...
ignore
boundaries.**





Grow through what you go through.

TURN REAL STORIES INTO REAL CAREERS
THAT TURN HEADS.

ASHLEY DEMOTO
FILM STUDENT

Started working at the age of 13 to
support her family. Had a story to tell.
Took film production courses at CCLA.
Just finished her first documentary film.

THINGS ARE HAPPENING HERE



ASHLEY DEMOTO
FILM STUDENT



PERCY GRAVES
APPLIED BIOLOGY STUDENT

Great stories begin here.

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TELL US WHAT YOU'RE INTERESTED IN.

Step 1 | Step 2

- SELECT DEGREE TYPE -

- PLEASE SELECT TERMS OF INTEREST -

CONTINUE TO NEXT STEP



CAREER FOCUSED

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MOST AFFORDABLE

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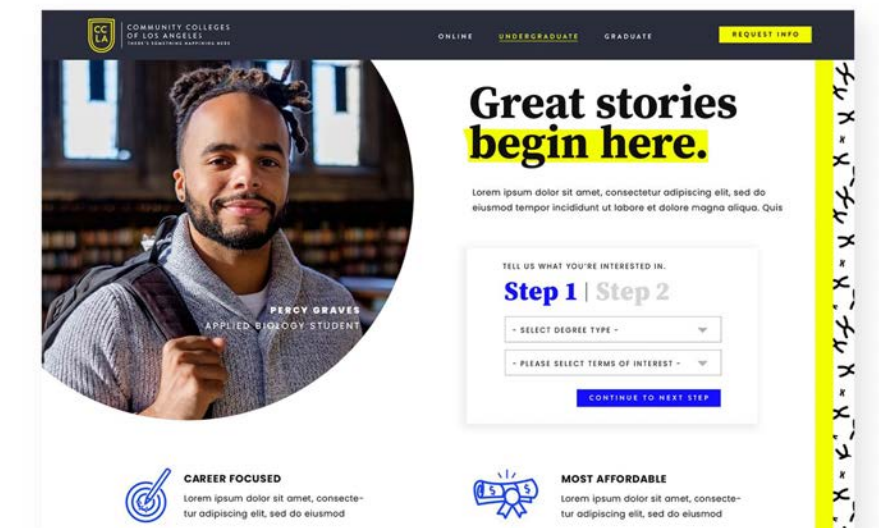
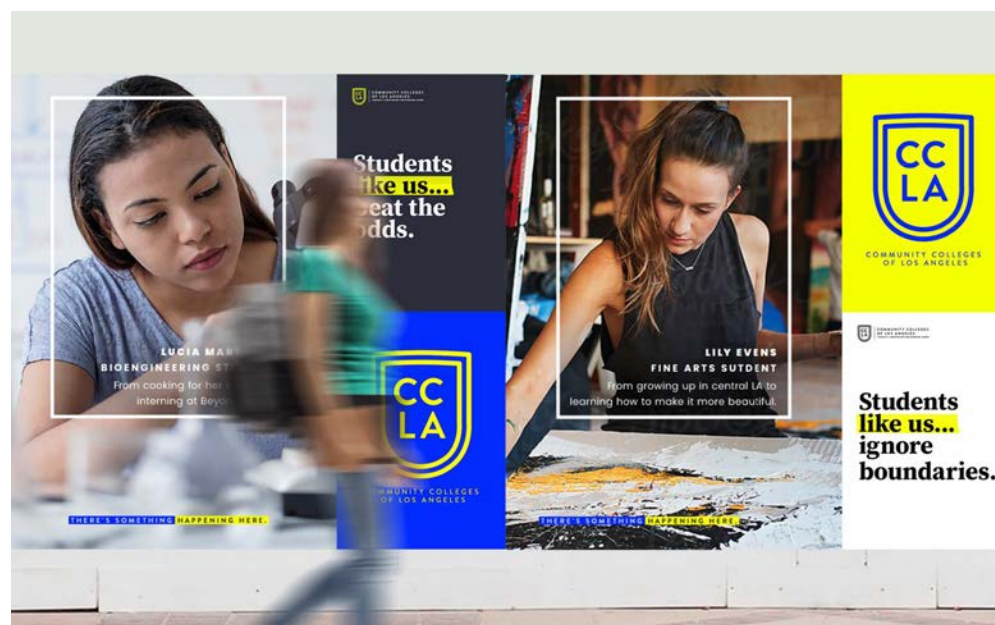
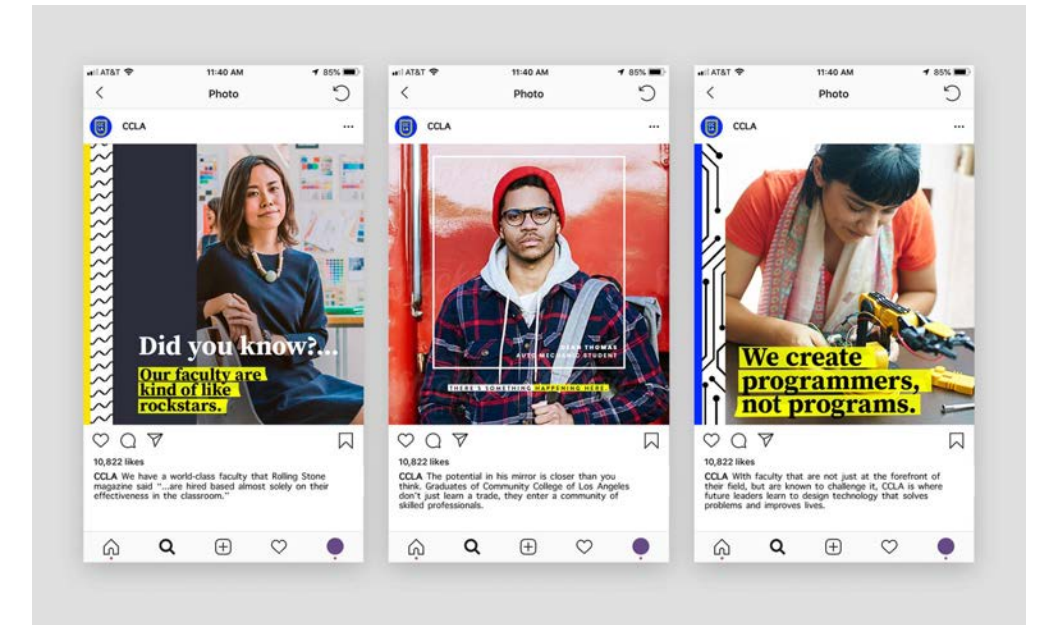
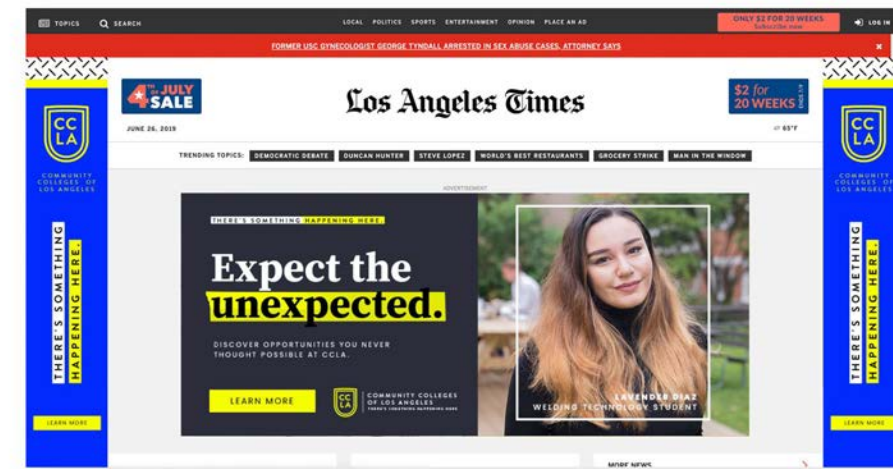
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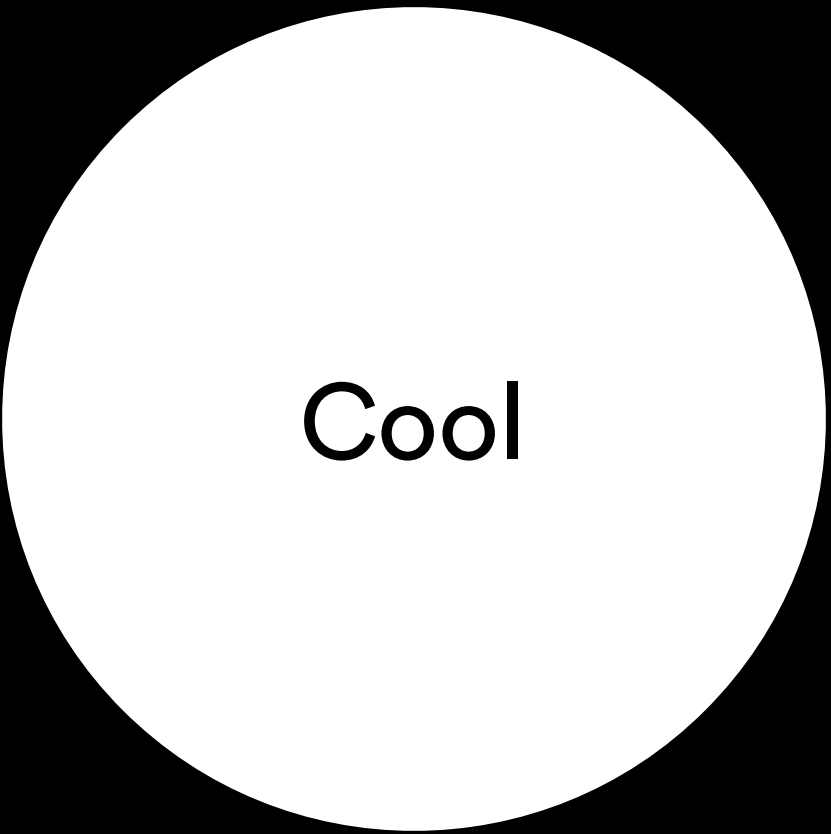
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Territory 2



Problem

Today you can get access to education everywhere, especially online. Yet, despite the plethora of knowledge at your fingertips, you can't help but feel like something is missing.

Insight

Students today are looking for more than what students were looking for just a decade ago. They're not just looking for a diversity of classes. They are looking for a diversity of people, experiences and opportunities.

There's no greater cultural experience than LA.

LA19's unique and diverse campuses add a vibrant quality to education you can't get anywhere else.

Solution

This territory doubles-down on the largest community college system in the most diverse city in the world.

The Creative

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PATIENTS CALL OUR NURSES ANGELS FOR A REASON.

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Jessica Chavez, Nursing Class of 2019

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Los Angeles Times



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Jason Nagal, Engineering Class of 2021

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la19 Like the city it calls home, The Colleges of Los Angeles make up the biggest and most diverse campuses on Earth.

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la19 Computer Science is a field where big ideas flourish and where big thinkers get ahead. Especially in LA...

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la19 Live, study and thrive in the epicenter of creativity and diversity.

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LASTING CONNECTIONS.



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LASER FOCUSED ON YOU.



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LATEST TECHNOLOGY.



LA 19





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YOU ARE LA. WE ARE YOU.

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David Barros, Ballgame Stadium, Oct 7, 2014

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A VIBRANT QUALITY TO YOUR EDUCATION.

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STEP 1 – DEGREE

Tell us what you're interested in.

Select Degree Type



Term of Interest (Optional)



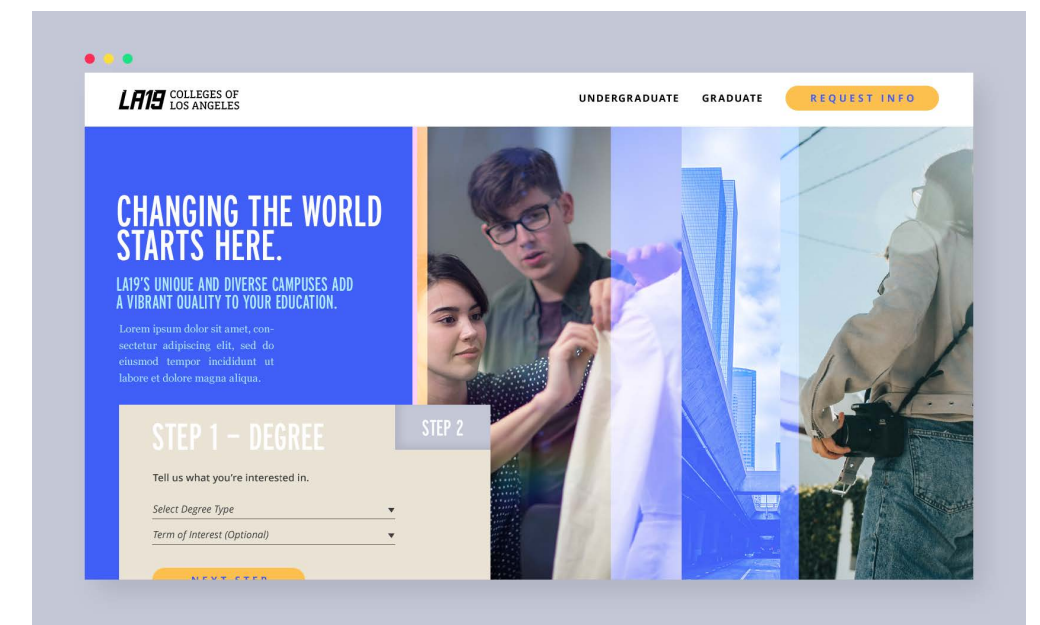
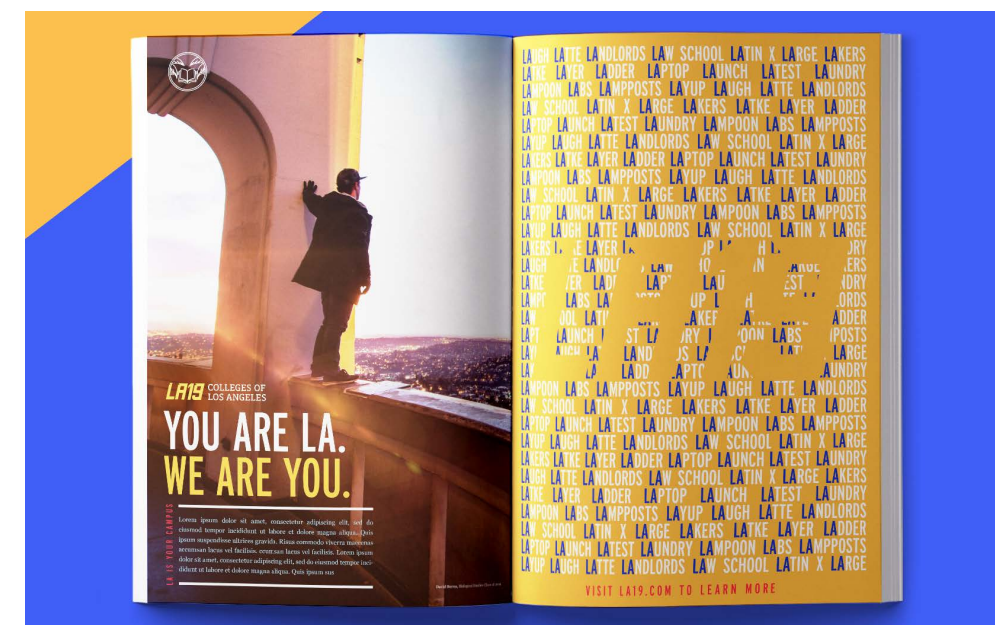
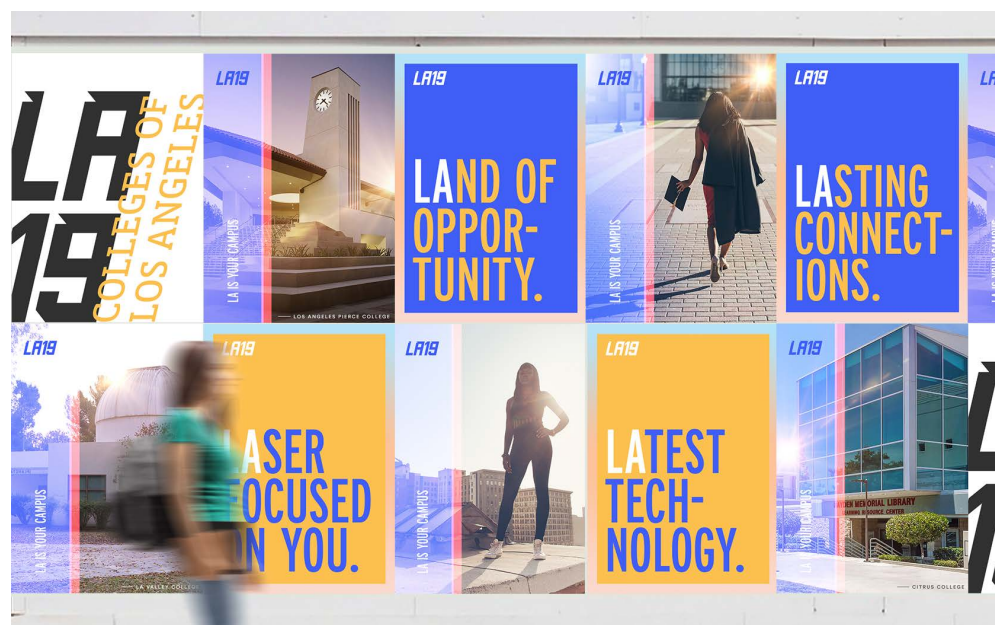
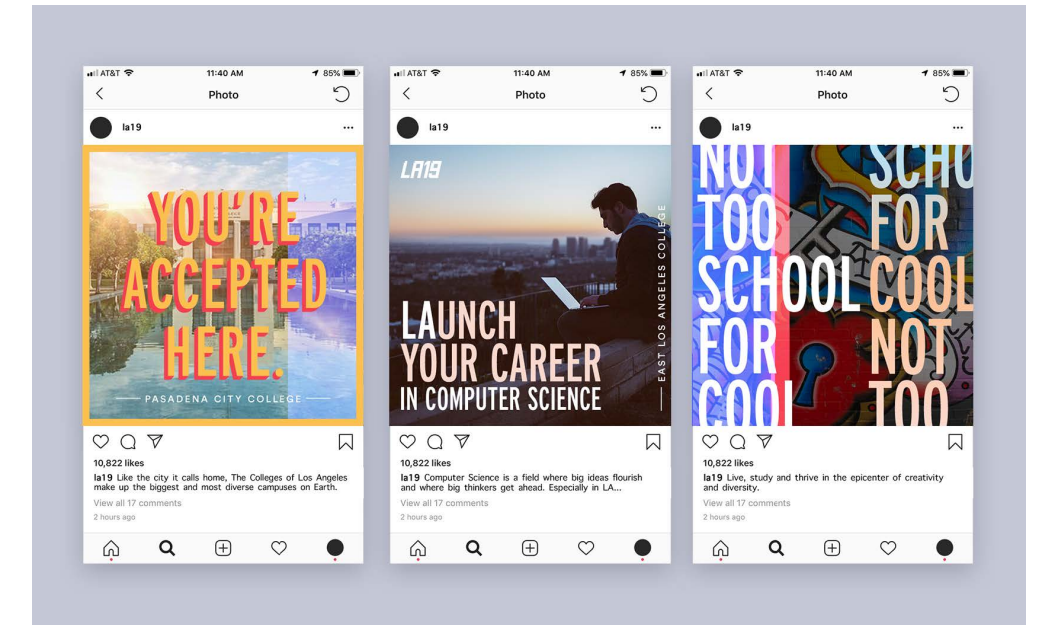
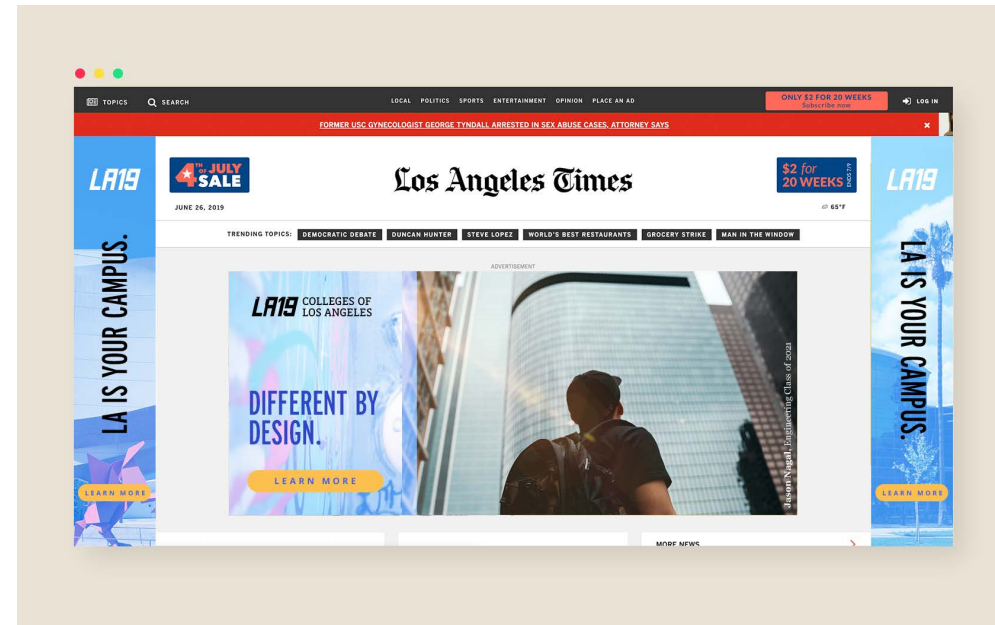
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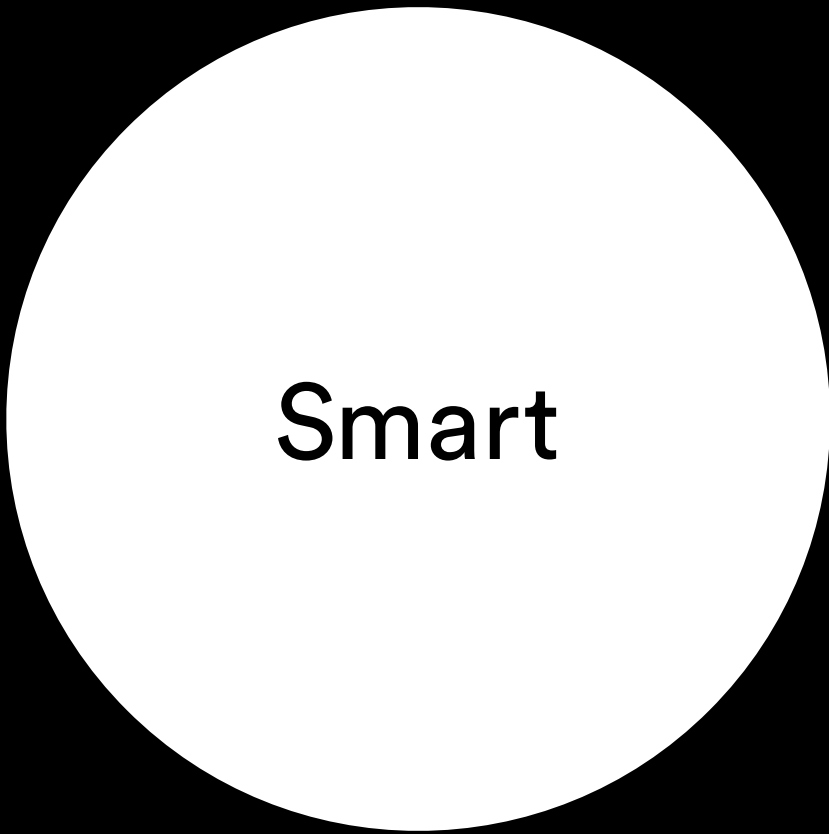


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Territory 3



Problem

For most Americans, the word “college” means a four-year degree. The two-year degree gets a bad rap, and so do the community colleges that offer them.

Insight

For those bold enough to enroll in a community college, we know that the negative things they are hearing are not at all what they are experiencing.

It got them where they wanted to go, and in most cases, it got them there a whole lot better than their 4 year friends.

And they know it too.

They get a real rush from making the smarter decision. Especially when it comes to the education that will affect the rest of their lives.

Solution

This territory doubles-down on the things that the Colleges of Los Angeles excel at, and flips the negative view of community college into being the smarter decision.

But not just the smarter decision. The new normal.

It's a rallying cry.

Colleges of Los Angeles will lead the revolution not just locally, but across the country.

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you're in demand.

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our nurses have a lot of patients.

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JUNE 26, 2019

Los Angeles Times



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smart students.

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JACOB NIELSON | CLASS OF 2021

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don't just follow
your passions.
take them
with you.



MARIE TORES | JACOB NIELSSON

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prove them wrong.

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COLLA

COLLA COLLEGES OF LOS ANGELES | think. again.

COLLEGES OF LOS ANGELES | CLASS OF 2020



COLLA COLLEGES OF LOS ANGELES | think. again.

COLLA

COLLA COLLEGES OF LOS ANGELES | think. again.

COLLA

COLLA COLLEGES OF LOS ANGELES | think. again.

COLLEGES OF LOS ANGELES | CLASS OF 2020



COLLA COLLEGES OF LOS ANGELES | think. again.

COLLA

COLLA COLLEGES OF LOS ANGELES | think. again.

COLLEGES OF LOS ANGELES

make shift happen.

COLLA COLLEGES OF LOS ANGELES | think. again.



discover yourself
while you're living it.



LOREM IPSUM
LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

ALECIA JACKSON | CLASS OF 2020

think. again.

life is a test you can study for.

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declare yourself.

Creating opportunities is at
the essence of what we do.

The Colleges of Los Angeles takes pride in
offering a smarter path to a career than
most four-year schools.

LEARN MORE

step 1

step 2

Tell us what you're interested in.

Select Degree Type

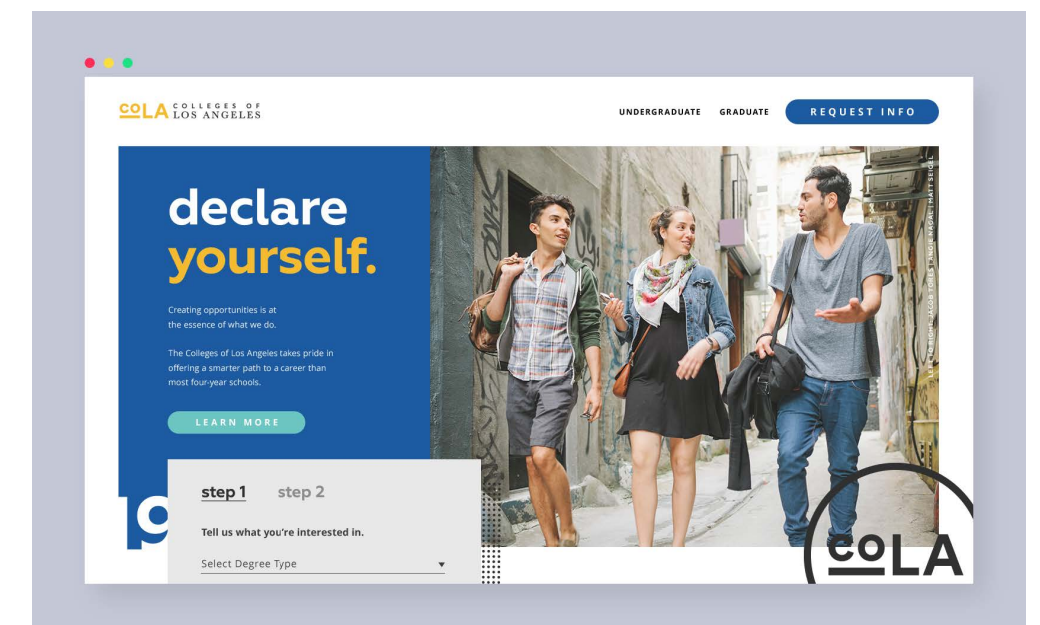
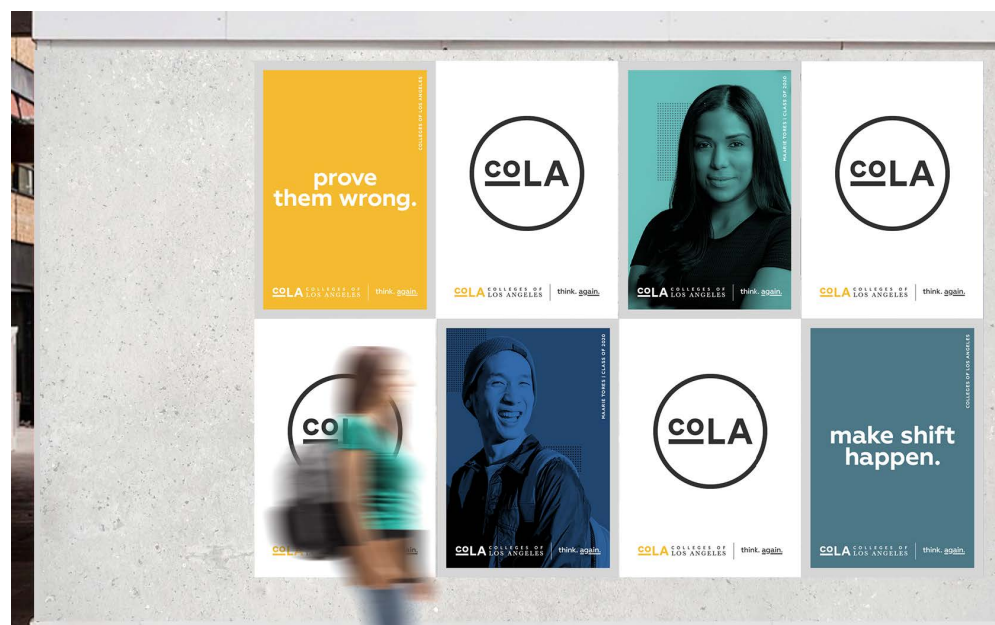
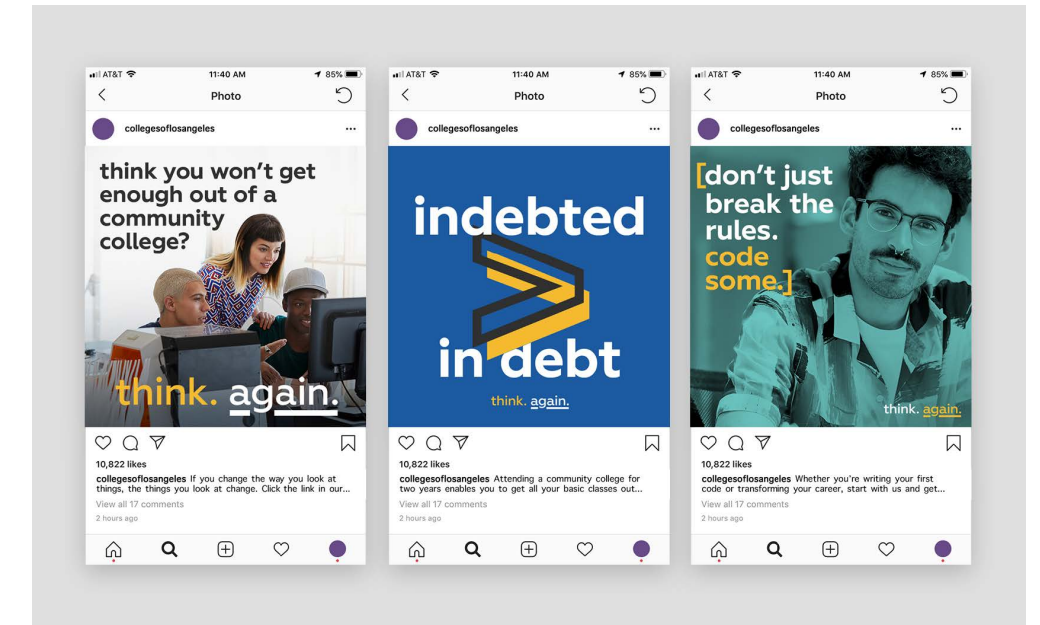
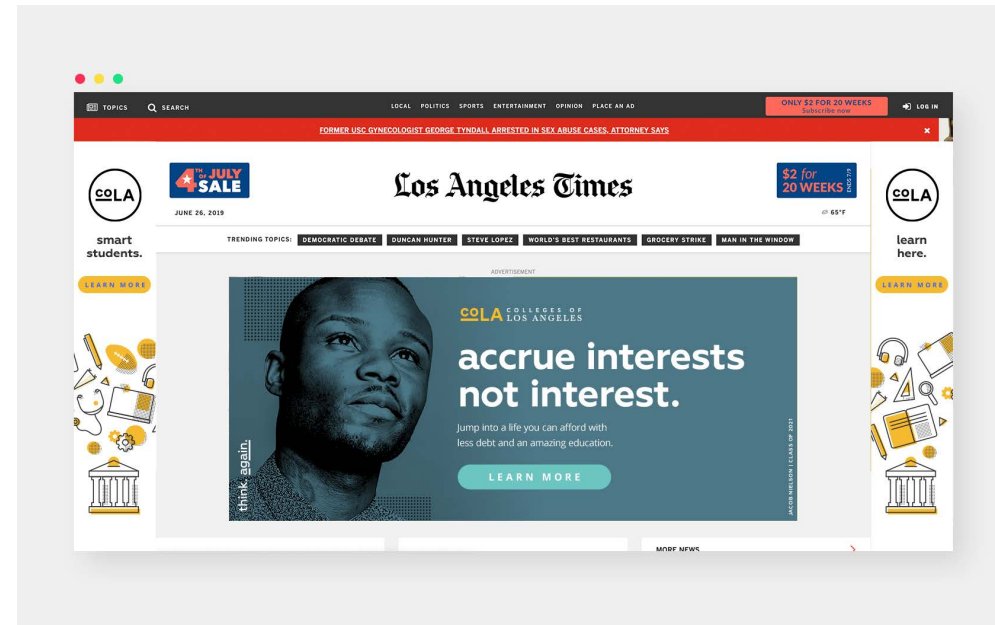


LEFT TO RIGHT: JACOB TORES | ANGIE NAÇAL | MATT SEIGEL

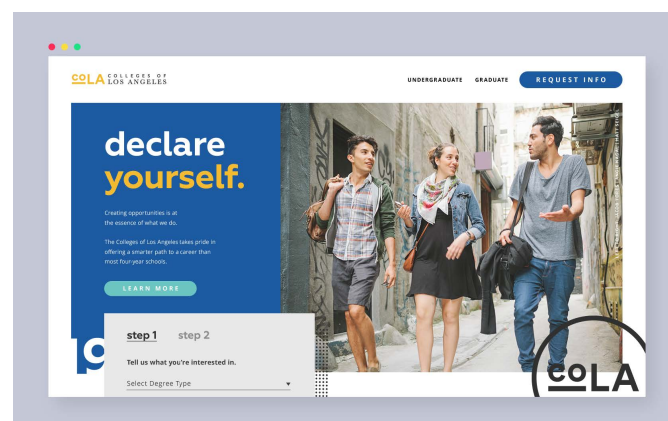
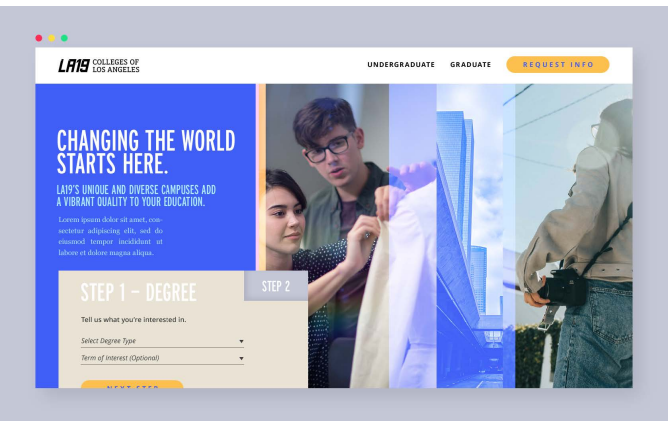
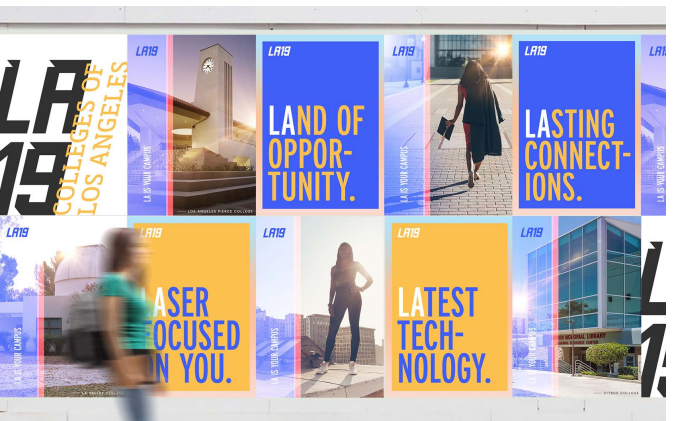
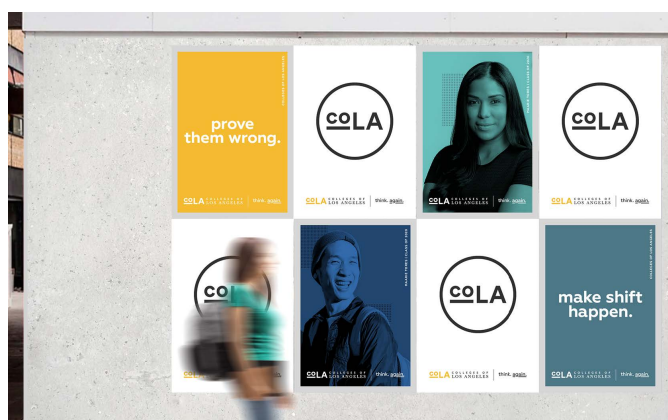
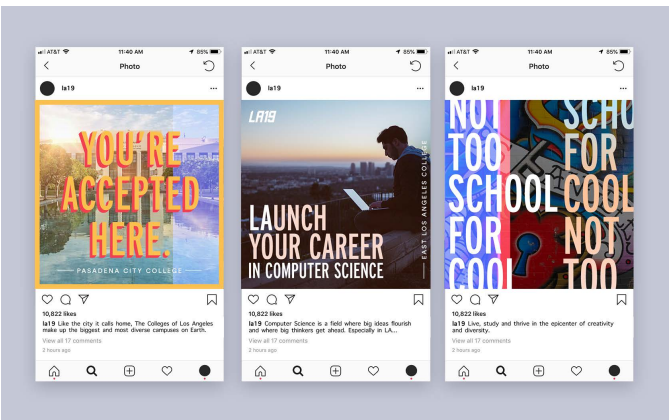
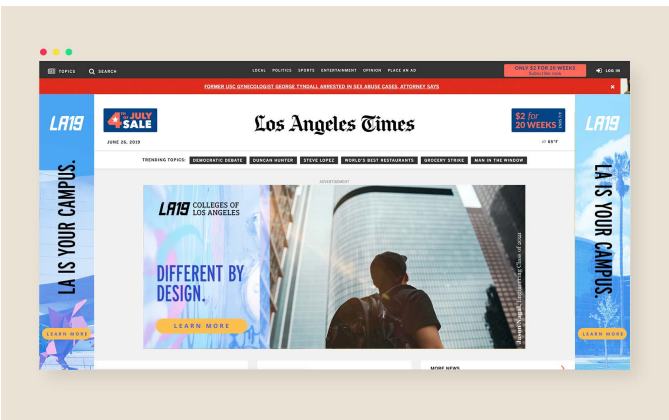
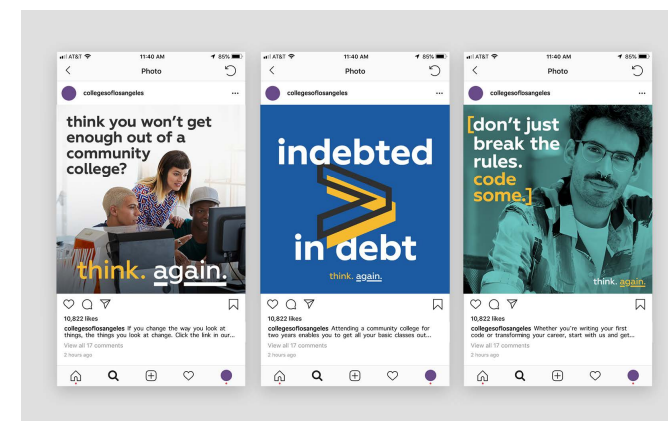
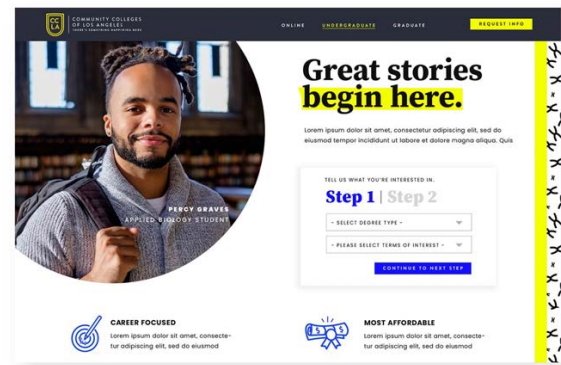
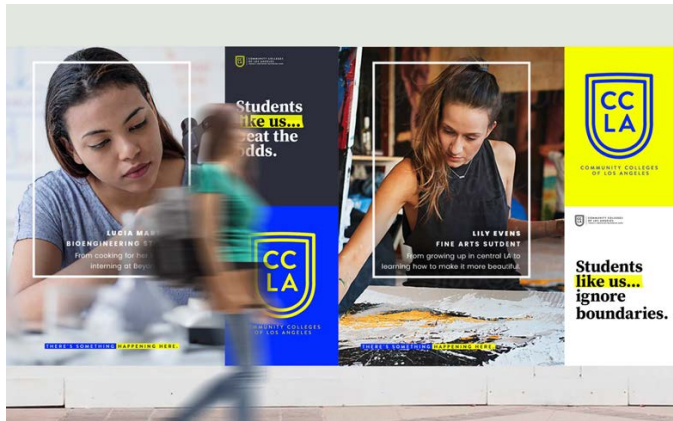
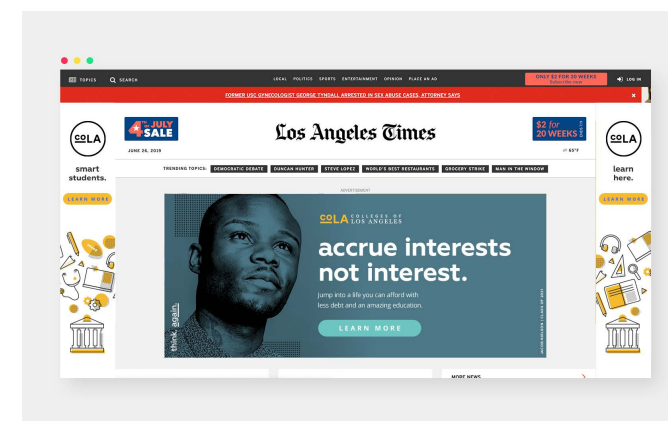
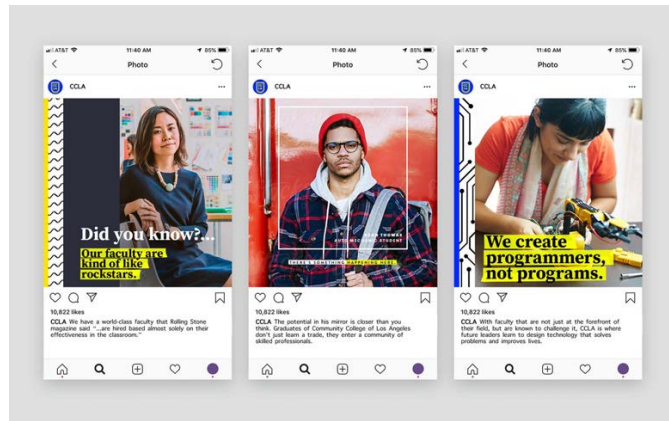
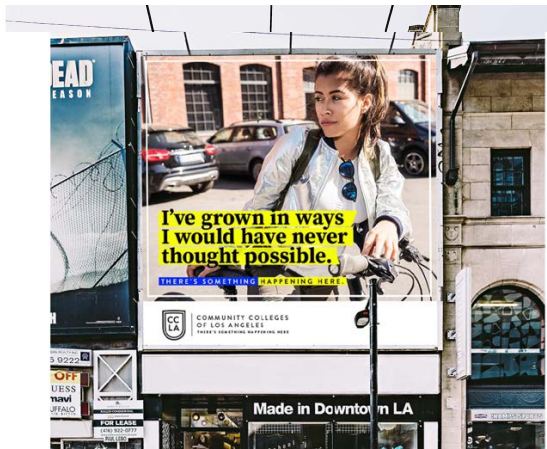
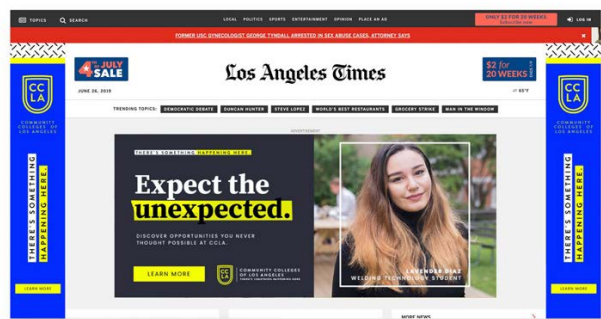
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Summary and Next Steps



Next Steps

- 7/10 - Creative check-in; live feedback
- 7/11 - Minor creative tweaks
- 7/12 - Focus groups and survey sent out
- 7/19 - Presentation to larger team

Thank you!

APPENDIX

SUCCESS = GREAT TEACHERS

Our faculty members bring extensive experience in their areas of expertise. They are committed to student success. Nursing is a knowledge-based profession that requires lifelong professional development to maintain its members' high status as experts. The ELAC Registered Nursing Program has practicing nurses from all over Los Angeles County who are lecturers and educators. These professional nurses constantly update our curriculum to make sure it reflects current practice in nursing and health care in general.

SUCCESS = HIGH TECH CLASSROOMS

Major hospitals and clinics in Los Angeles County are our laboratories. Students actually provide nursing care for children and adults from all walks of life under the careful eye of clinical nurse-instructors. In addition to providing care, students learn patients how to cope with their health care issues.

SUCCESS = UNIVERSITY TRANSFER

Though ELAC nursing graduates are qualified to take the California State Board Examination to become licensed as Registered Nurses in California and enter the profession, students may wish to continue their education at a university. A transcriptwide degree program is licensed to enter management and supervision or prepare for specialized nursing assignments.

SUCCESS COSTS LESS @ ELAC

Tuition is the low (less than \$400) per semester for a full-time student who is a California resident. Plus, we make it easier for working students to attend classes by providing support services such as loans, financial aid, childcare, tutoring, scholarships, health care and more.

ADMISSION IS EASY

Anyone 18 years or older qualifies for admission to Los Angeles College. People under 18 qualify if they graduated from high school or have passed the California High School Proficiency Test. High school students may concurrently enroll at ELAC with the consent of their parents and high school and get on early with their college education and pay no tuition. Applications and information to request admission and pay no tuition. Applications and information to request admission and pay no tuition are available from the Admissions Office by calling 323-265-8896 or visit us on the web at www.elac.edu.

SUCCESS = CAREER CONNECTIONS



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SUCCESS IS CLOSE TO HOME



Academic Courses are also available at the
North Gate Educational Center:
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South Gate, CA 90230-323-265-8200

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323.265.8896
FOR FREE SCHEDULE
323.265.8723

WWW.ELAC.EDU

Success is a journey, not a destination. It is a process, not a product. It is a way of life, not a goal. It is a continuous effort, not a one-time achievement. It is a never-ending process, not a final destination. It is a continuous effort, not a one-time achievement. It is a never-ending process, not a final destination.

Nursing provides unlimited opportunities for creativity, innovation and leadership while demanding integrity, commitment and compassion. The role of a nurse is varied.



FORMER USC GYNECOLOGIST GEORGE TYNDALL ARRESTED IN SEX ABUSE CASES, ATTORNEY SAYS



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JUNE 26, 2019

Los Angeles Times



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The California Community Colleges is the nation's largest provider of career training programs.

We prepare students for rewarding jobs in high-demand programs that can lead to immediate employment.

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