Define your brand:
• Define the objective. What do you want your logo to do/say?
  • Who is your audience?
  • What do you want them to think/do?
  • What is the single most persuasive idea you want to project?
• What are your core brand values?
• What visual cues and/or feelings help this definition?
CACG Brand Definition:

What do you want your logo to do/say?
Create brand awareness around a national program focused on helping low-income students become aware of, and prepared for, college.

Who is your audience?
Our primary audiences are students, from 7th grade through college-age, and their families. Our secondary audiences are communities, teachers and school administrators, and legislators/policy-makers.

What do you want them to think/do?
Understand that college is possible for everyone, regardless of income.

What is the single most persuasive idea you want to project?
College is possible for everyone.
What are your core brand values?
• College is possible for every student nationwide.
• There are financial resources available to help students pay for college.
• There are resources and professional development opportunities for counselors and teachers.

What visual cues and/or feelings help this definition?
The CACG program is an ally in each student’s journey to a college education. We provide clear and focused support and resources to students, families, and their communities. We are a college access program, so we want to portray a conversational, friendly, and caring attitude/tone toward our constituents.

Some words/visual cues to think about: dream, achievement, hope, possibility, change.
What We Asked For:

National Logo:
• Clean & concise. Can be abstract.
• It should include the words “College Access Challenge Grant” or the initials “CACG.”
• Appeals to a broad range of constituents, from high school & college students to lawmakers and the general public.
• Should be in full color, but must retain look when printed in black and white.
• Stay away from clichéd college/financial aid-type artwork like rolled diplomas, dollar signs, piggy banks, etc.
• Should be simple & eye-catching.

Washington Logo:
• Same as national, but should incorporate the state name (Washington), or some visual cue about the state – outline, etc.

Logos must look like they belong in the same family, but should not be identical.
Samples of Logo

Competition Entries:
What We Chose:

National:

Washington:
Maintaining Brand Identity

• We require sub-grantees to use the CACG brand/logo in all project-supported documents, presentations, etc.
• We offer technical assistance for colors, proportions, etc.
• We ask sub-grantees not to modify logos and to follow brand identity guidelines.