

LBCC Unveils a New Brand Identity

The college's new visual identity and messaging is designed to convey its character, purpose and aspirations as the community leader in higher education

Linn-Benton Community College (LBCC) is rolling out a new brand identity to express our character and purpose, including its commitment to opportunity, excellence, inclusiveness, learning, and engagement.

This effort was part of the strategic objectives of LBCC for 2018-19, which included building awareness and support for the college's identity and aspirations. That said, distilling the college's many-faceted community into a single message or story was no simple task. LBCC serves two counties and many municipalities, with four campuses and over 85 unique programs of study. Its 18,000 students represent a diversity of ethnicities, age groups, political leanings, income levels, and interests. How to tie it all together?

To address this challenge, LBCC engaged in a comprehensive rebranding effort with Corvallis-based creative firm Madison Ave. Collective [link to: <https://www.madcollective.com/>]. After an intensive research phase overseen by the college's Office of Institutional Advancement, guided by a 20-member task force, and informed by the input of hundreds of LBCC faculty, staff, and students, the college arrived at an inspiring new brand that invites students of all walks and stages of life to achieve passionate, purposeful growth at LBCC. Moreover, it's designed to empower all members of the campus community — including faculty, staff, and community members as well as students and alumni — to embrace shared strengths and take pride in their college, leaning into their identity as game-changers, dream-developers, and door-openers.

The hyphen in these phrases is an intentional symbol of connection. In fact, the hyphen inspired not only the messaging, but the logo mark as well. Here, it serves to connect the words "Linn" and "Benton," as well as the campuses, cities, programs, and communities that LBCC represents.

Meanwhile, the college's Roadrunner mascot adds forward-motion to the hyphen while also representing progress toward goals. LBCC is committed to student success: its national leadership in the Guided Pathways program (in which students begin in a broad area of study, then progressively narrow their focus to a major that truly fits their goals) is just one example. Programs such as this demonstrate how LBCC empowers every student to find their road and pursue their destination; the new brand expresses this commitment.

"With a modern visual identity and new messaging tools to effectively communicate our strengths, I am confident we have positioned LBCC to be an even stronger and more influential community partner for many years to come," said LBCC President Greg Hamann.

Founded in 1966, LBCC has a long history of innovation and passion, with strong graduation rates and a student-to-instructor ratio of 18:1. As the institution of higher education serving the entire bi-county region, LBCC proudly invites the community to share in the excitement of the new brand rollout.