

Strategic Messaging Framework

April 22, 2019



Part One

Brand Personality

Passionate

We are agile, versatile, and driven by a bold and vibrant energy.

Resilient

We are tough, brave and nimble in the face of a challenge.

Welcoming

We are always down to earth; we are personable, friendly, and easy to talk to.

Inspiring

We inspire those we serve to push beyond their limits and achieve new heights.

Part Two

Brand Voice

Don't sell, inspire.

Salesy language is inauthentic and cheapens what we do. It's best to move beyond facts and figures to the motivations that drive us.

Be human.

Make sure language is personable and understandable. Avoid jargon.

Engage the reader.

Keep messaging focused. Emphasizing a single point will help it stick. Originality is engaging. Cliches should be avoided.

Part Three

Strategic Messaging

Urban Location

Diversity/Inclusivity

Student Experience

Catalyst for Change

VALUE PROPOSITIONS – MESSAGING MATRIX

VALUE	TRANSFER STUDENTS	CAREER/TECH STUDENTS	COMMUNITY/DONORS	PARENTS/FAMILY
Urban Location	Located in the heart of San Diego, City College is at the center of commerce and culture. Our central campus has quick and affordable access to transportation.	Located in the heart of San Diego, City College is at the center of commerce and culture. Our central campus has quick and affordable access to transportation.	Located in the bustling neighborhood of East Village, City College is at the center of commerce and culture. Our campus is integrated into the urban space like no one else. We are the heart of San Diego.	The City College campus is located in the heart of downtown San Diego with easy and affordable transportation. We are committed to safety, community, and access.
Diversity/Inclusivity	City College is driven by an inclusive and collaborative spirit. Join our diverse community of thinkers and leaders who fight for what is right.	City College is made strong by our community of diverse voices. Regardless of your background, we are here to make your future brighter.	City College is a world of cultures. Our diverse and inclusive community is the core of what makes us strong.	City College is driven by a people-centered culture that is passionate and respectful.
Student Experience	At City College, we are deeply committed to helping you take the next step toward your dreams, no matter what challenges you face.	At City College, we are deeply committed to helping you take the next step forward in your career, no matter what challenges you face.	At City College, we are deeply invested in what we do. Our commitment to our students and our community is unwavering.	At City College, we are determined to help our students take the next step forward. We are committed to guiding and advocating for our students no matter what challenges they face.
Catalyst for Change	Our award-winning faculty bring a unique mix of academic and real-world experience that will propel you toward your education goals.	Our award-winning faculty and state of the art facilities deliver the real-world experience you need to propel your career forward.	For more than 100 years, City College has given students the knowledge and inspiration to transform their communities. We are agents of change.	City College students lead community dialogue as agents of positive change. We are dedicated to unleashing the potential in every student to make a difference.

Part Four

Brand Essence

City College is a vibrant community that is driven by an unwavering dedication to student success. We empower students to transform themselves and their communities.

We are agents of change.