Branding Identity

TAGLINE DEVELOPMENT

Survey Results –

Words to Describe Crafton's Personality

Faculty & Staff	Students
1- Friendly	1- Friendly
2- Helpful	2- Helpful
3- Optimistic	3- Casual
4- Casual	4- Optimistic
5- Aspirational	5- Progressive

Weaknesses and Misconceptions:

It is an extension of high school, not a serious place, Associate Degrees are meaningless, Crafton is a "fall back" school, not a real college.

Misconception of Crafton as "Harvard on the Hill." Elitist and snobby. That's 180° from "friendly and helpful"

Survey Results

Students were asked…

What are the top reasons students give for choosing Crafton Hills College

#1 Location – 80%

#2 Affordability – 36%

Faculty and staff agreed proximity and price.

What are the strengths of Crafton Hills College?

Students, Faculty and Staff: #1 Beautiful Campus

Faculty and Staff: #2 Quality professors and quality education

Survey Results

Most popular taglines

Faculty & Staff	Students
Knowledge to go places.	Knowledge to go places.
Learning lives forever.	Fulfilling the promise.
Minds move mountains.	Minds move mountains.
Fulfilling the promise.	Learning lives forever.

Knowledge to go places is the tagline from Colorado State. The phrase does manage to be about the school *and* the student. The knowledge is at the school, and the student who gets some will go places.

Branding Identity

Design elements, especially photography should be warm and inviting.

The voice (the tone of the copy) should be professional but friendly, approachable.

For positioning purposes

◦ Emphasize that Crafton is a "Leader". Establishing a stronger perception of leadership can often impact market share for any business. It adds to credibility.

◦ Emphasize that Crafton is "Imaginative". Imagination is highly coveted in most industries and highly prized by individuals. Associating Crafton Hills with a beautiful campus is good. Associating it with beautiful minds is better.

Tagline Development

Crafton Hills College — Prepare to get there.

Crafton Hills College — Empower your journey.

Crafton Hills College — Raise Your Expectations

Crafton Hills College — The Fuel for Your Future.

Tagline Development

Tagline Development

Crafton Hills College — Let's Get Started

Crafton Hills College — Your future starts here.

Crafton Hills College — Let's Get Going

Crafton Hills College — Let's Go!