NWACC Introduces New Logo and Tagline
Updated Design Echoes the Many Benefits of Attending NWACC

BENTONVILLE, Ark. (May 14, 2012) – NorthWest Arkansas Community College introduced its newly updated logo tonight at the college’s monthly Board of Trustees meeting.

“As a natural progression of the tree used in previous designs, this updated logo and tagline, ‘Maximize Potential. Exceed Expectations.’ promises that NWACC is an institution where you can bring the best out of yourself,” said Wyley Elliott, Vice President of Public Relations and Development.

“We are incredibly thankful to all of those involved with this project. The other members of the Board of Trustees and I are extremely pleased with the new NWACC logo,” said Alex Vasquez, Chairman. “We feel this updated logo represents the College in its truest form – allowing our students to maximize their potential and exceed expectations through affordable, accessible, and quality education.”
This logo initiative was put into motion at the request of the NWACC Board of Trustees following a board retreat in July 2011. Shortly thereafter in September 2011, NWACC administrators began working with Cranford, Johnson, Robinson, Woods (CJRW), a full-service advertising, marketing, and strategic communications agency in Northwest Arkansas, to assist with this branding initiative.

Following a number of focus groups and presentations with NWACC stakeholders, including students, senior executives, faculty, staff, donors, and community representatives, CJRW developed a positioning statement, which was later approved at the March Board of Trustees meeting. Based on the new positioning statement, CJRW then presented a number of updated logo and tagline options for consideration and these were narrowed to two. Students, faculty, and staff provided feedback and ultimately the Public Relations and Marketing department recommended one version that was approved by members of NWACC’s Board of Trustees on Monday evening.

All rebranding efforts for this project have been supported through the NWACC Foundation, a separate 501(c)(3) organization that supports college priorities that are not funded by the general revenue sources of the college. This enables NWACC to continue to offer affordable education to those in Northwest Arkansas.

NorthWest Arkansas Community College is a comprehensive, public two-year college that serves and strengthens the community through learning for living. NWACC’s service area is defined by the Arkansas Department of Higher Education as Benton and Washington counties in extreme northwest Arkansas. The commitment of NWACC to life-long learning can be seen in the quality of instruction it offers, and the variety of programs it has designed to move students into the job market in a minimum amount of time, enrich people's lives, and prepare them to further their education. For more information, visit www.nwacc.edu.