

AESPIRE.

Community College Visual Identities

In collaboration with Propeller
Communications

Formerly three campuses, California's Riverside Community College District is now comprised of three community colleges, each with a distinct culture and unique qualities that are reflected in their visual identity. Through symbolic imagery and custom typographic elements, each college is differentiated from competing institutions and each other.

In addition to the visual brand framework, college seals, athletic mascots and co-branding applications were developed.
(See next page)

Lake Land College's objective was a logo that would convey its status as a leading community college, and of collegiate aspirations.

Western Nebraska Community College, known as "Western" in the region, is now recognized through the WN ligature that symbolizes access and empowerment.



MORENO VALLEY COLLEGE

NORCO
COLLEGE



LAKE LAND
COLLEGE



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Community College Visual Identities

Seals and Athletic Marks

In collaboration with Propeller
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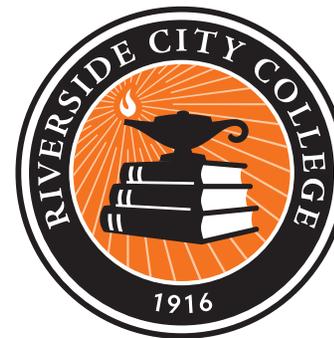
Moreno Valley College



NORCO College



Riverside City College



Community College Visual Identities

Seals and Athletic Marks

Carl Sandburg College



Lorain County
Community College



(proposed)

Lake Land College (Illinois)



Lake Land College requested that Aespire explore an alternate mascot. In the end, we refined a legacy version (shown at right).



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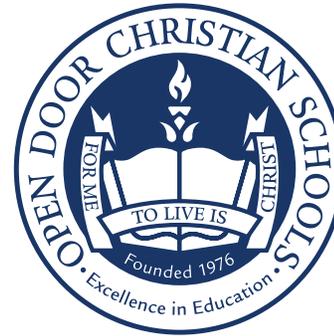
Open Door Christian



**Education
Visual Identities**

Logos, Seals and Athletic Marks

Open Door Christian Seal
and Athletic Identity



Open Door Christian
Supporter Identity

