

# COASTLINE COLLEGE CASE STUDY

## College Re-branding

By Dawn Willson



COASTLINE  
COLLEGE



## Background

In the spring of 2018, Dawn Willson joined Coastline College as the Marketing Director, tasked with spearheading a comprehensive rebranding effort. The college faced multiple challenges, including an outdated logo, ineffective marketing strategies, and a lack of cohesive branding. To revitalize the college's image and boost enrollment, Dawn embarked on a transformative journey to redefine Coastline's identity.

## Challenges

### Challenge one

**Outdated Logo:** The existing logo lacked brand recognition and failed to represent Coastline College as an institution of higher education.

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### Challenge two

**Ineffective Marketing:** The college underutilized social media and had a poor online presence, ranking low in search engine results and did not reflect the historical innovations of an online institution.

### Challenge three

**Brand Misalignment:** As the college transitioned from Coastline Community College to Coastline College, the existing logo and brand guide became obsolete.

### Challenge four

**Marketing Department Void:** With no Marketing Director for two years, the college lacked strategic direction and cohesive branding efforts.

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## Solutions

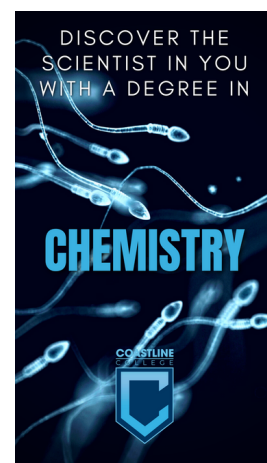
**Research and Surveys:** Dawn conducted extensive surveys to assess student perceptions of the current logo and gather insights on symbolic representations of education. The crest emerged as the preferred symbol, inspiring the redesign process.

**Collaborative Approach:** Dawn collaborated with graphic designers, committees, faculty, students, and administration to develop a new logo and brand identity that resonated with the college community.

**Digital Considerations:** Recognizing the importance of digital presence, the new logo was designed to be visually impactful and adaptable for various online platforms, including social media and mobile devices.

**Comprehensive Strategy:** The rebranding initiative encompassed website redesign, branding videos, newsletter enhancement, and engagement strategies targeting students, faculty, and alumni.

**Phased Rollout:** To meet the launch deadline and manage complexity, the brand and website rollout was phased, with student-facing content prioritized in phase 1 and faculty content introduced in subsequent phases.



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## Results

**Successful Rebrand:** The launch of the new logo and brand identity in the fall of 2019 was met with enthusiasm and praise from students, faculty, and stakeholders, establishing Coastline College as an innovative, dynamic institution.

**Enhanced Online Presence:** Through strategic SEO efforts and engaging digital content, Coastline College achieved page 1 ranking in organic search results within two years, significantly improving visibility and attracting prospective students.

**Increased Enrollment:** The rebranding efforts, coupled with targeted marketing campaigns and improved website functionality, contributed to a surge in enrollments, positioning Coastline College as a leader in the district and state.

**Community Engagement:** The revitalized newsletter, social media presence, and branded merchandise fostered a sense of community among students and alumni, driving engagement and loyalty to the college.

## Conclusion

Dawn Willson's visionary leadership and strategic approach to rebranding Coastline College resulted in a remarkable transformation, revitalizing the college's image, and boosting enrollment. By leveraging student feedback, embracing digital innovation, and fostering collaboration, Coastline College emerged as a beacon of excellence in online education, setting a new standard for community colleges in California.

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