

Community College of Philadelphia

REVITALIZING CAMPUS IDENTITY



In 2024, the Community College of Philadelphia (CCP)

embarked on a **transformative rebranding initiative** to modernize its visual identity and strengthen its connection with students, faculty, and the local community. A critical component of this effort was updating the merchandise and apparel in the campus store to reflect the refreshed brand. By partnering with Follett, CCP achieved a seamless and impactful transition.



Goal

CCP sought to create a cohesive and consistent visual identity across all campus experiences while fostering excitement and engagement with the rebrand. A key focus was *ensuring that merchandise and apparel in the campus store aligned with CCP's updated brand guidelines*, elevating the campus experience for students, staff, and visitors.

Solution

To ensure the success of CCP's rebranding initiative, Follett worked closely with the university to address key needs. Follett reviewed and implemented updated brand guidelines - including colors, logos, and design specifications - while **curating a range of high-quality merchandise** tailored to the Lions community, all reviewed and approved by CCP to guarantee adherence to brand standards. Ahead of the rebrand launch, the **campus store was fully stocked with updated merchandise**, and Follett representatives participated in the event, even introducing a **"College Colors Tuesdays" promotion**, encouraging students and staff to wear CCP colors in exchange for discounts on branded merchandise.

Results

This collaboration delivered measurable success in its seamless transition. Updated merchandise was fully stocked at the store, providing a polished debut, and the “College Colors Tuesdays” initiative **boosted engagement and drove store traffic.**



“Follett was an invaluable partner in our rebranding initiative. From adhering to our brand guidelines to ensuring a successful launch, they went above and beyond to make sure our updated identity was reflected in the campus store. Their attention to detail and commitment to collaboration made the process seamless and impactful.”

Eve Markman

*Assistant Vice President,
Brand Management and Operations,
Community College of Philadelphia*

Impact Highlights

The alignment of merchandise with CCP’s refreshed identity **enhanced the visibility and professionalism of the rebrand**, as the branded merchandise fostered a sense of connection and school pride across campus. Follett’s ongoing promotions and engagement strategies helped maintain enthusiasm beyond the initial launch, after which students and staff praised the modern branding reflected in the store’s merchandise.

This successful collaboration between the Community College of Philadelphia and Follett highlights the power of **partnership in rebranding initiatives**, demonstrating how aligning merchandise with a refreshed identity can elevate the campus experience.