

Who am I?

Company Brand Character
(trustworthy, friendly, inclusive)

What do I do?

Brand Purpose (mission statement)

Why am I different?

Brand positioning within the marketplace
with brand attributes that help support the positioning

Who am I?

Company Brand Character

Who am I?
Company Brand Character

For SCCA as a program:

Who am I?

Company Brand Character

For SCCA as a program:
immersive

Who am I?

Company Brand Character

For SCCA as a program:

immersive

practical/utilitarian

Who am I?

Company Brand Character

For SCCA as a program:

immersive

practical/utilitarian

focused

What do I do?

Brand Purpose (Mission Statement)

What do I do?

Brand Purpose (Mission Statement)

For SCCA as a program:

What do I do?

Brand Purpose (Mission Statement)

For SCCA as a program:

We are a 2 year, intensive,
lock-step program which helps
students build portfolios for
obtaining jobs.

Why am I different?

Brand Positioning within the Marketplace

Why am I different?

Brand Positioning within the Marketplace

For SCCA as a program:

Why am I different?

Brand Positioning within the Marketplace

For SCCA as a program:

(using brand attributes to help support the positioning)

SCCA is the only 2 year, intensive, lock-step program in the Pacific Northwest which gathers together a community of students who attend classes from 9–2 daily, learning subject matter focused solely on building portfolios in order for them to find jobs upon graduation.

Who am I?

Company Brand Character

Who am I?
Company Brand Character

For Jill as a teacher:

Who am I?
Company Brand Character

For Jill as a teacher:
honest

Who am I?

Company Brand Character

For Jill as a teacher:

honest

fair

Who am I?

Company Brand Character

For Jill as a teacher:

honest

fair

focuses on the project on hand

What do I do?

Brand Purpose (Mission Statement)

What do I do?

Brand Purpose (Mission Statement)

For Jill as a teacher:

What do I do?

Brand Purpose (Mission Statement)

For Jill as a teacher:

I am an instructor in an intensive 2 year, lock-step design program at Seattle Central who's goal is to help students realize their work and build strong portfolios.

Why am I different?

Brand Positioning within the Marketplace

Why am I different?

Brand Positioning within the Marketplace

For Jill as a teacher:

Why am I different?

Brand Positioning within the Marketplace

For Jill as a teacher:

(using brand attributes to help support the positioning)

As a teacher, I am different because I try to focus solely on the project at hand, not the person who created it. By focusing on the work, I can give honest and fair feedback to push the project to it's final actualization.

Who am I?

Company Brand Character

Who am I?
Company Brand Character

For each student in our program:
(each student will have their own)

Who am I?
Company Brand Character

For each student in our program:

(each student will have their own)

dedicated

Who am I?
Company Brand Character

For each student in our program:

(each student will have their own)

dedicated

focused

Who am I?
Company Brand Character

For each student in our program:

(each student will have their own)

dedicated

focused

hard working

What do I do?

Brand Purpose (Mission Statement)

What do I do?

Brand Purpose (Mission Statement)

For each student in our program:

(each student will have their own)

What do I do?

Brand Purpose (Mission Statement)

For each student in our program:

(each student will have their own)

*I am a student who shows up everyday,
works hard and delivers quality projects to the
best of my ability in order to build a portfolio.*

Why am I different?

Brand Positioning within the Marketplace

Why am I different?

Brand Positioning within the Marketplace

For each student in our program:

(each student will have their own attributes to support positioning)

Why am I different?

Brand Positioning within the Marketplace

For each student in our program:

(each student will have their own attributes to support positioning)

As a student, I can code like no tomorrow.

I can resolve any problem

I can illustrate and bring warmth to any design

I use my humor to come up with killer

ideas that make people laugh