



IRVINE VALLEY  
COLLEGE

**BRANCHING INTO THE  
FUTURE:**

**IVC'S LOGO REFRESH**

Presented by:

**Diane Oaks**



# MODERNIZING OUR LEGACY, ENHANCING OUR IDENTITY

IVC began its journey in 1979 as a small satellite campus, affectionately known as the “Little College in the Orange Groves.” Surrounded by rows of citrus trees, the campus represented both growth and opportunity—values that continue to define IVC today.

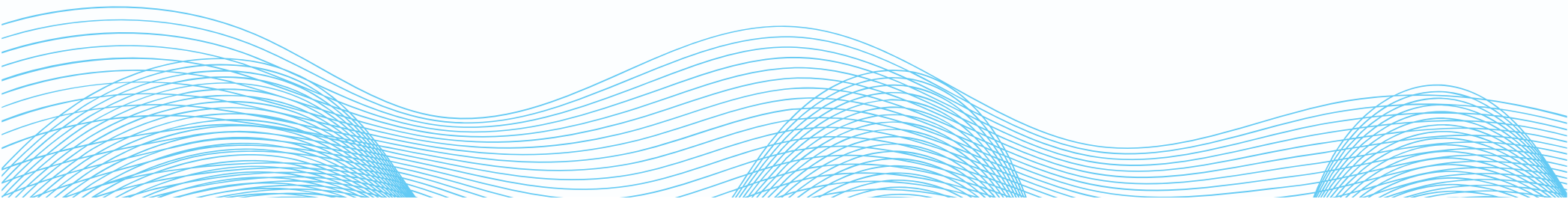
In 1985, IVC became an independent institution, marking the start of its transformation into a center of academic excellence and innovation. Over the decades, the college has evolved, expanding its programs, facilities, and student support services while staying true to its mission.



# LOGO BEFORE REFRESH



IRVINE VALLEY  
COLLEGE



# WHY REFRESH THE LOGO?



## LAST UPDATED IN 2010

The current logo served us well but needs modernization to meet today's design standards.



## DIGITAL VERSATILITY

We needed better adaptability across all platforms, from mobile to large-format displays.



## ANNIVERSARY APPROACHING

The timing aligned perfectly with our 40th anniversary celebration in 2025.

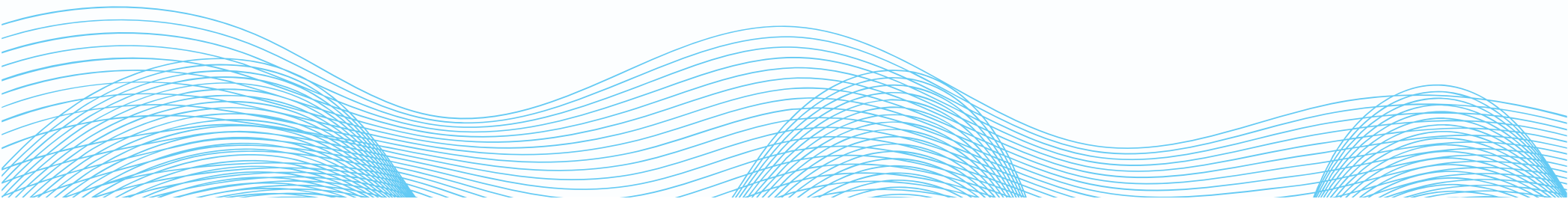


## CAMPUS SIGNAGE PROJECT

The refresh supports our upcoming collegewide sign renovation initiative.



## REFRESHED LOGO



# CAMPUS INVOLVEMENT



- Conducted a campuswide logo “roadshow” to gather feedback
- Presented design options to shared governance groups
- Invited students, faculty, and staff to vote on preferred typography
- Engaged the community in shaping the refreshed identity
- Received 123 total votes, reflecting broad participation and support



### **Refreshed Icon**

Refreshed orange tree branch,  
symbolizing growth and  
opportunity.

### **Clean Design**

Cleaner, more legible design.

### **Adaptability**

Optimized for multiple  
platforms and media.

## KEY DESIGN ELEMENTS



# WHAT STAYS THE SAME?



We've preserved the core elements that make our logo instantly recognizable.



Our historical roots remain evident in the updated design by linking elements to our past logo and college seal.



The refreshed design continues to represent IVC's vibrant energy and mission.



We've maintained our signature colors that community members associate with IVC.





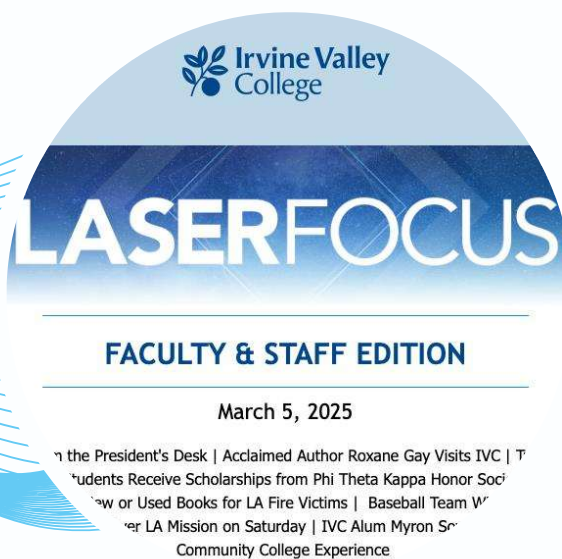
# WHAT'S NEW?



We've reduced unnecessary details. The streamlined design improves recognition in small sizes.

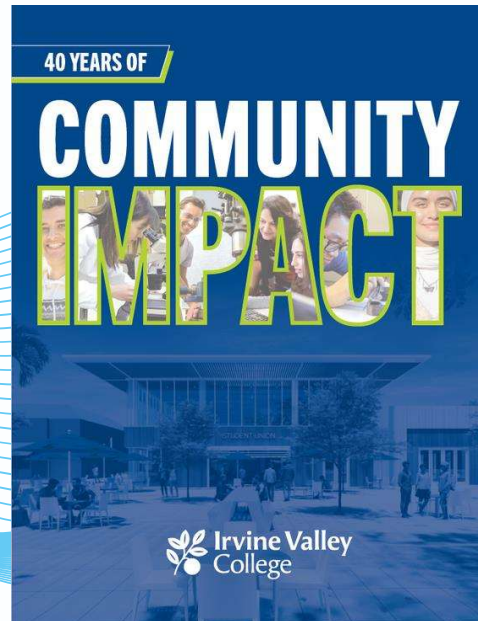
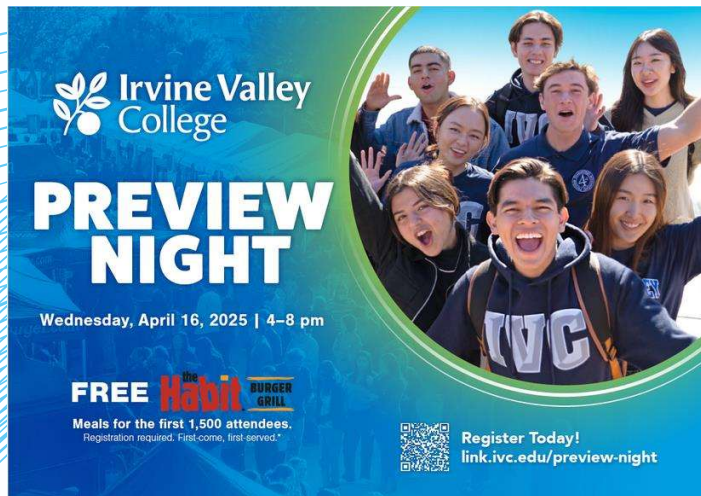


# VERSATILE APPLICATIONS



**The new logo now scales beautifully across all media.  
It performs equally well in print and digital formats.**

# FORMAT OPTIMIZATION



Our refreshed logo integrates seamlessly with all college communications.  
It enhances rather than competes with content.

# IMPLEMENTATION TIMELINE

**October 2024**



An email announcement was sent informing the campus community that the updated logo is now available on the Marketing and Creative Services website.

**November 2024**



We're implementing a phased approach across campus materials and communications. We let the campus know it was ok to continue using materials, apparel, and giveaways with the old logo.

**Spring 2025**



The refreshed logo will appear on materials as new orders are placed. We assured the campus their new orders would have the updated logo.

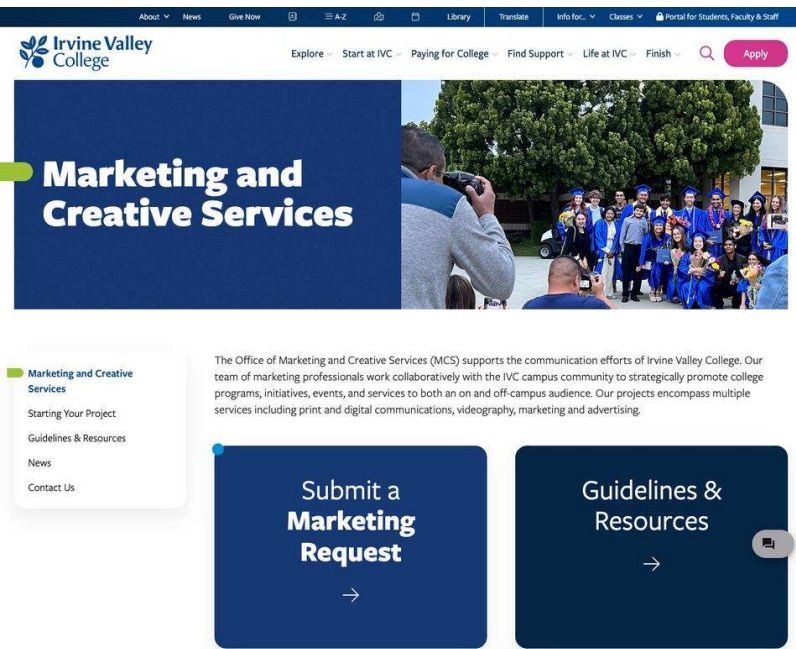
**October 2025**



Full implementation will be achieved prior to our 40th anniversary in 2025.



# GUIDELINES AND RESOURCES



## UPDATED TEMPLATES

Provided access to new templates for letterhead, business cards, presentations, and digital communications.

## STYLE GUIDE

Completely revamped style guide available for download on our website.

## REQUEST SUPPORT

Maintain availability and open communication to help submit new requests.

## MARKETING PORTAL

Submit marketing requests for updated material via our online portal.





# THANK YOU

Presented by:

**Diane Oaks**



949-451-5293



doaks@ivc.edu



www.ivc.edu



5500 Irvine Center Drive, Irvine CA 92618