



PROVIDENCE COLLEGE REBRAND

CASE Circle of Excellence Awards 2023

PC Rebrand: The Vision

Become a nationally recognized,
premier Catholic liberal arts institution

that embodies the rich intellectual and spiritual tradition
of the Dominican Order

whose students, transformed by wisdom and enabled by grace,

will lead lives of virtue, purpose, and meaning —
lives that will transform society.



PC Rebrand: The Assignment

How are we
different?



**Discover \
Market Research**

How are we
better?



**Define \
Brand Strategy**

How will we
stand apart?



**Create \
Bring the Brand
to Life**

PC Rebrand: The Process

1

DISCOVER

Spring 2021

Focus groups

Quant Survey

Brand + Competitor
Audit

2

DEFINE

Summer/Fall 2021

Brand strategy

Internal framework

3

CREATE

2022

Animating idea

Visual identity

Messaging platform

Implementation

PC Rebrand: Implementation

**Stakeholder
buy-in**

Cabinet
Board of Trustees
All-Staff Sessions
Campus Road Show

**Brand-aligned
editorial
strategy**

news.providence.edu
**Those Who Seek
profiles**

**Visual brand
refresh across
creative
services**

**New Brand
Guidelines**

**Unit-level
marketing and
communications
plans**

Admission
Advancement

**Website
Redesign**

providence.edu

Brand microsite

brand.providence.edu

**Enterprise
Canva Brand
Hub**

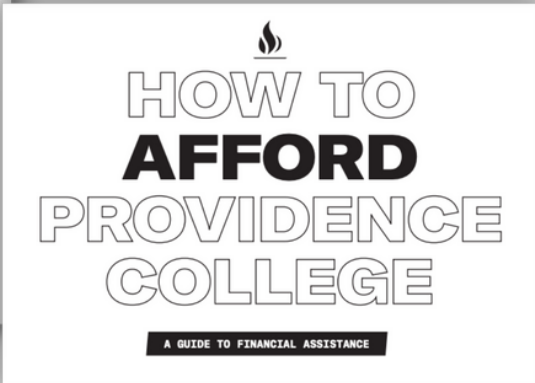
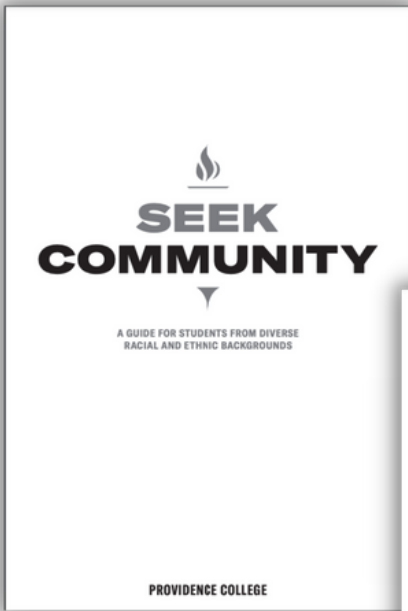
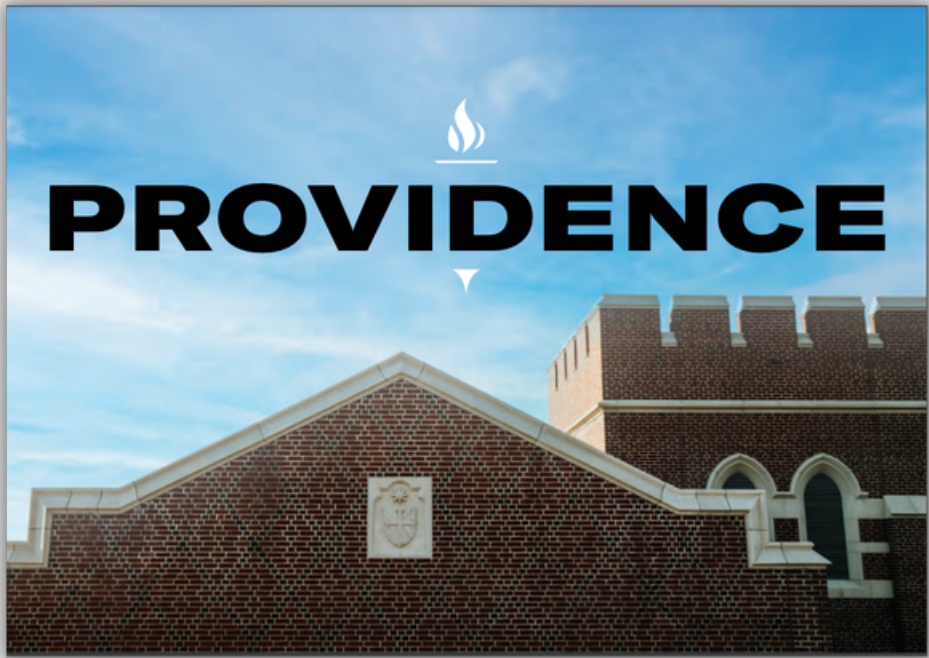
50-plus templates
100 staff members

**Brand Advisory
Committee**

**ongoing adoption +
awareness**

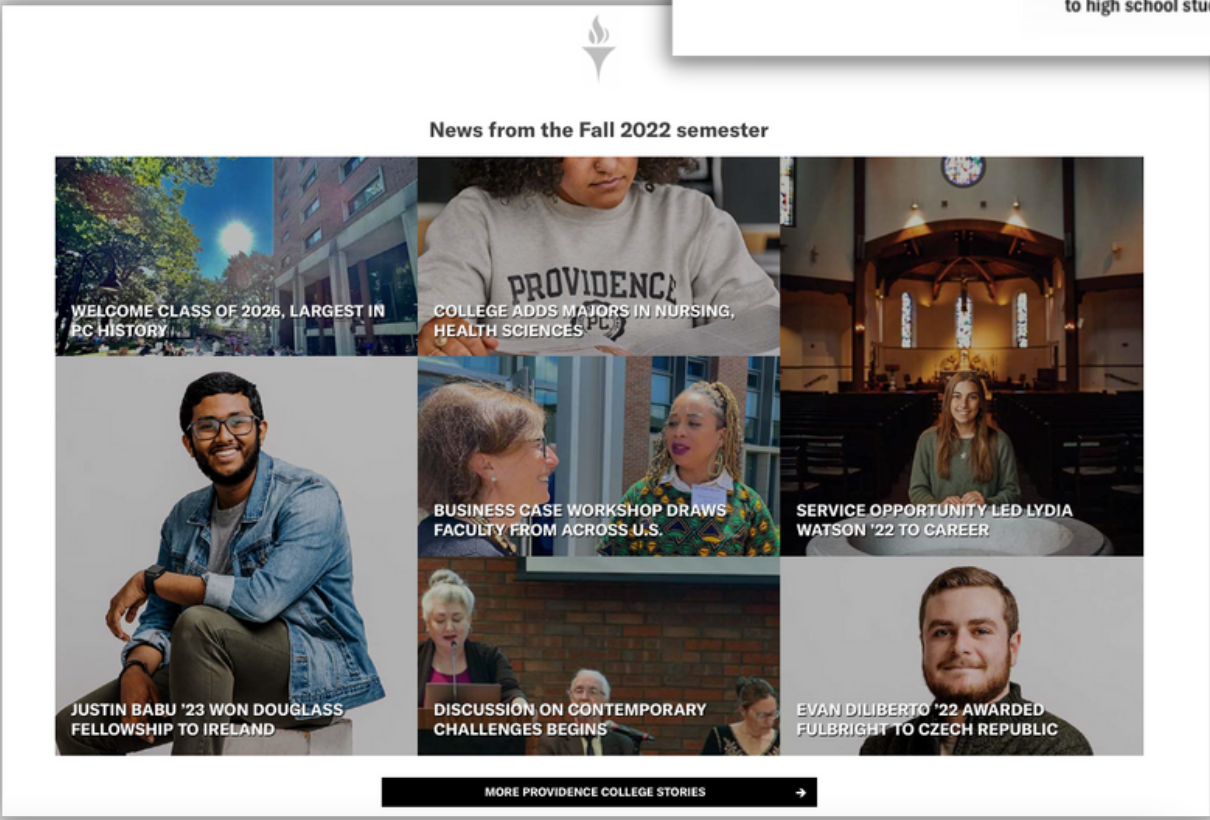
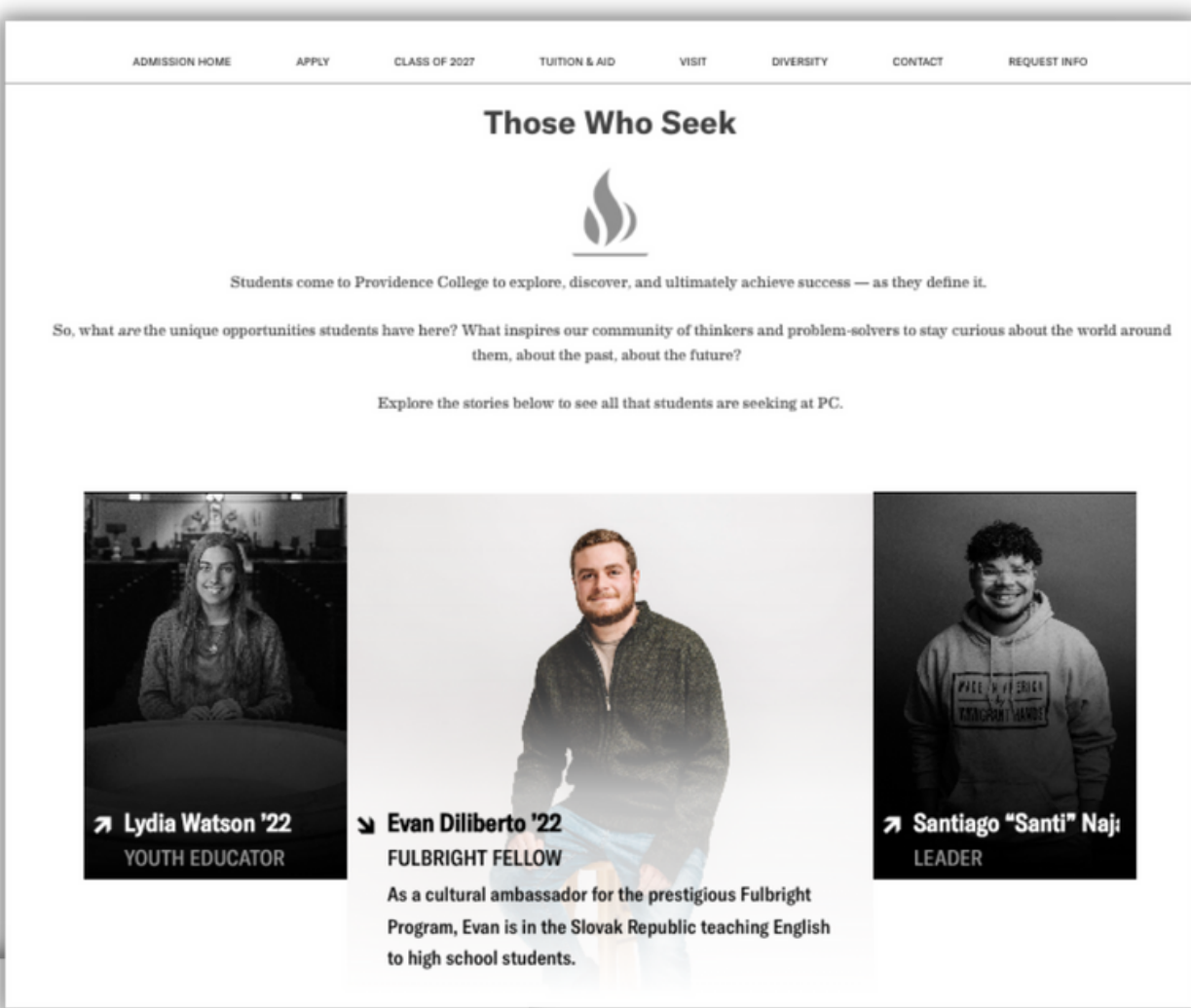
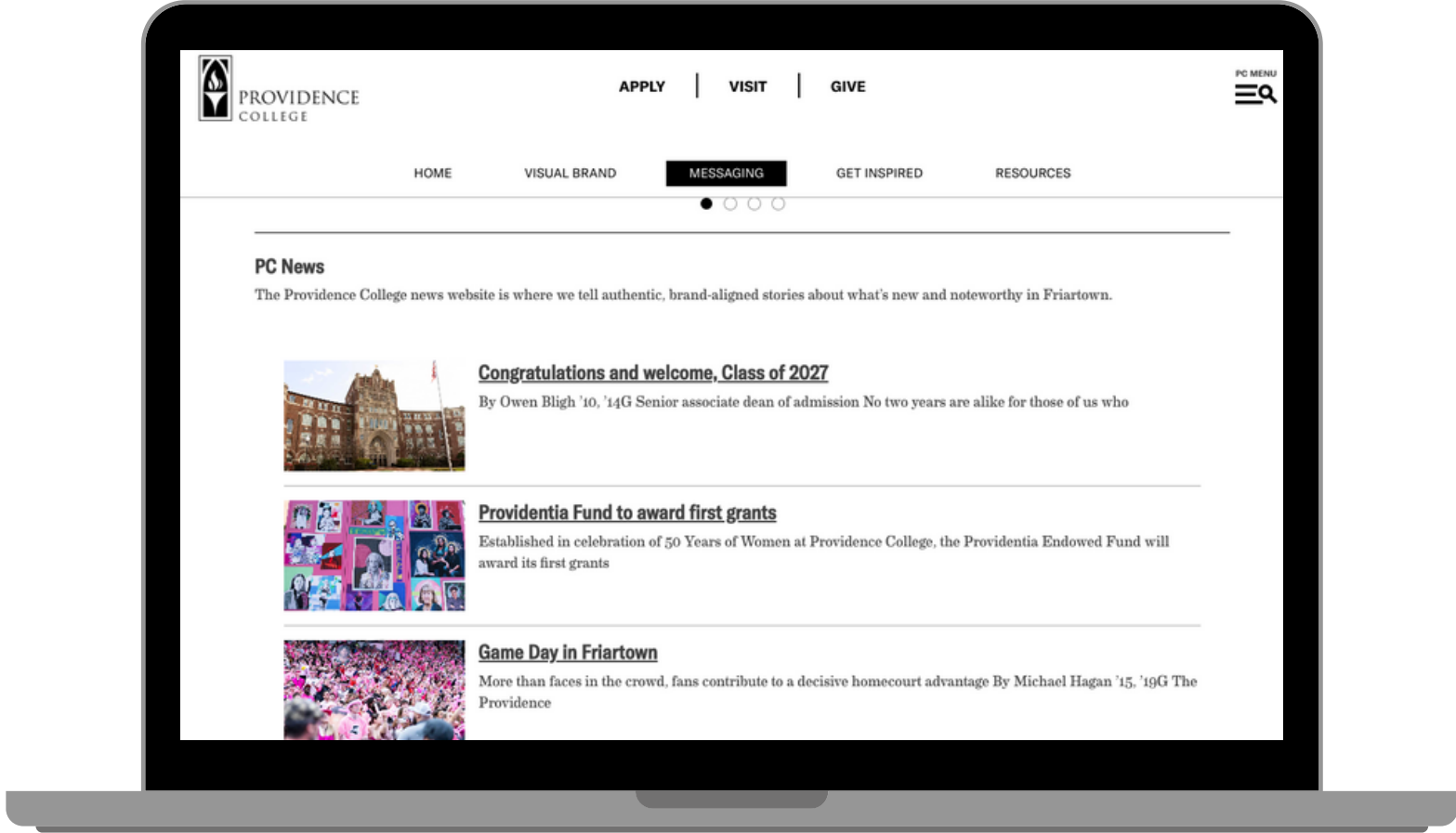


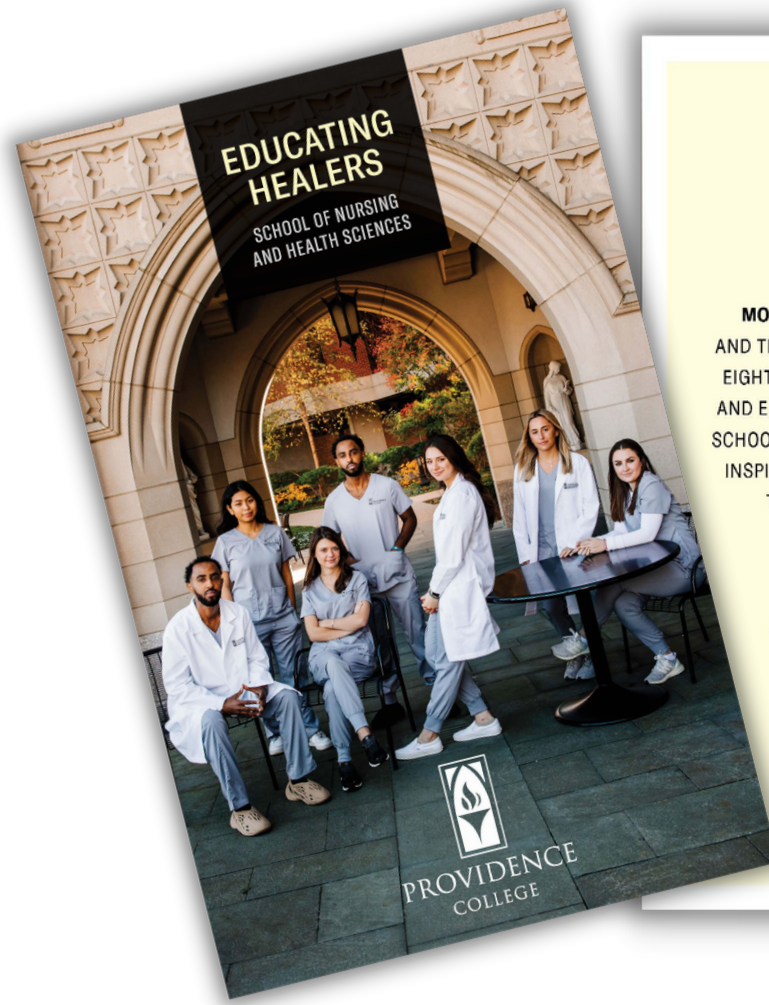
PC Rebrand: Admission



PC Rebrand: Environmental







MODELING THE EXAMPLE OF ST. DOMINIC AND THE FRIARS WHO HAVE FOLLOWED HIM OVER EIGHT CENTURIES, THE DISTINCTIVE PROGRAMS AND EXPERIENCES OF THE PROVIDENCE COLLEGE SCHOOL OF NURSING AND HEALTH SCIENCES WILL INSPIRE OUR GRADUATES TO CARRY THE FLAME THAT WILL TRANSFORM HEALTHCARE.

HELP US IGNITE THIS FLAME.

JOIN PC IN EDUCATING THE WORLD'S NEXT GENERATION OF NURSES AND HEALTH SCIENTISTS.

WHY PC? WHY NOW?

A solid foundation in the liberal arts. A mission-based experience that emphasizes respect for the dignity of every person. The support of the Friar community. Learning in a cutting-edge environment with expert faculty. A global perspective with a focus on equitable community-population health. These characteristics will set PC graduates apart in the opportunity-rich healthcare marketplace.

The new home for the School of Nursing and Health Sciences (SNHS) will be a technological marvel, bringing together world-class faculty with students eager to tackle contemporary ethical and medical challenges.

As Providence College's fifth school, SNHS is a major initiative, introduced at the dawn of Father Sicard's presidency as his highest academic priority. Its graduates will address the critical shortages impacting health and well-being nationwide. **Fulfilling this vision requires bold partners** to provide the tools these new PC students need to become empathetic, ethical, expert healthcare professionals.



EDUCATING HEALERS

MODELING THE EXAMPLE OF DOMINICAN ST. CATHERINE OF SIENA — Doctor of the Church and a patron saint of nurses — the distinctive programs and experiences that characterize the Providence College School of Nursing and Health Sciences will inspire our graduates to transform healthcare through mercy and generosity.

Introduced at the dawn of Father Sicard's presidency and identified by him as his highest academic priority, the new School of Nursing and Health Sciences will be a technological marvel, bringing together world-class faculty and students eager to grapple with contemporary ethical and medical challenges.

Our graduates will become practitioners and advocates who seek answers to healthcare's toughest issues and strive to make people's lives better. Through PC's distinctive, holistic approach to teaching and learning, students gain actionable skills for immediate practice and perspectives that will help them succeed in graduate studies or careers.

FULLFILLING THIS VISION REQUIRES BOLD PARTNERS TO PROVIDE THE TOOLS THESE NEW PC STUDENTS NEED TO BECOME EMPATHETIC, ETHICAL, EXPERT HEALTHCARE PROFESSIONALS.

11.5% of Class of 2027 applicants applied to the NEW School of Nursing and Health Sciences



INVESTMENT PROPOSAL

Dear _____,

WITH GRATITUDE FOR YOUR GENEROUS SUPPORT OVER THESE MANY YEARS, we present for your consideration an ambitious proposal that would both provide student opportunity and raise Providence College's national profile through targeted investment in the Friar field hockey program.

Every indicator tells us that Providence College is an ascendant institution. We will enroll the largest class in our history in a few weeks. We are launching exciting new programs in health sciences and nursing, and we are innovating across the spectrum of our academic program. And we are entering the leadership phase of an ambitious fundraising campaign that will allow us to continue to set our sights higher.

We have reached this point through God's grace because of the remarkable support of friends like you. We move forward with confidence, our aspirations growing with each positive development.

In this context, we have identified in our field hockey program the near-term potential to achieve significant success on a national scale, creating the opportunity for Providence College to become one of the nation's best student-athlete programs while we compete for championships.

It is a place where our aspirations and our capabilities align, and we are excited about the possibilities.

Coach Diane Mull's program exemplifies the best of Friar athletics. Its student-athletes thrive in the classroom, contribute in the community, and compete on the field. It is already a model program here at PC, with the growth we envision — made possible by your support — we believe it can become the keystone that catalyzes even greater success across women's and men's athletic programs.

I am grateful beyond words for your willingness to consider this proposal and, more importantly, for your ongoing friendship and commitment to Providence College. I wish you and your family God's most abundant blessings and best wishes for an enjoyable summer.

Sincerely,
Kenneth Sicard, O.P.
Rev. Kenneth R. Sicard, O.P. '78, SAG President



PROVIDENCE COLLEGE IS AMONG an elite group of liberal arts colleges that maintain exceptional academic standards while also competing very successfully in Division I athletics. PC's distinctive approach to intercollegiate athletics emerges from its historic commitment to both educational excellence and to the holistic development of its students. Striving to further the intellectual and personal growth of students in a climate of high achievement and individual responsibility, we enhance the educational value of competitive sports, and we structure our athletic programs to maximize their contribution to student development. PC regards its coaches as educators first and strives to provide the support and resources necessary to help them become the best teachers, mentors, and leaders they can be. PC coaches value academic excellence and personal character, maximize the value of a liberal arts education, have the desire to win with integrity, and promote the complete development of our scholar-athletes. In short, PC's coaches are among the foremost exemplars of the College's mission.

We value athletics for both the joy our students take in it, and for the opportunities it provides for them to respond to difficulties and to learn to make good decisions under pressure. We view the athletic experience as a framework for helping students maximize learning and success in all aspects of college life and beyond.

SPACE TO LEARN

THE SCHOOL, FEATURING THIS CUTTING-EDGE FACILITY, will have an incalculable impact on society. It will foster the creation of a new generation of healthcare professionals — educated in the spirit and ethos that define Providence College — at a time when the world needs them most.

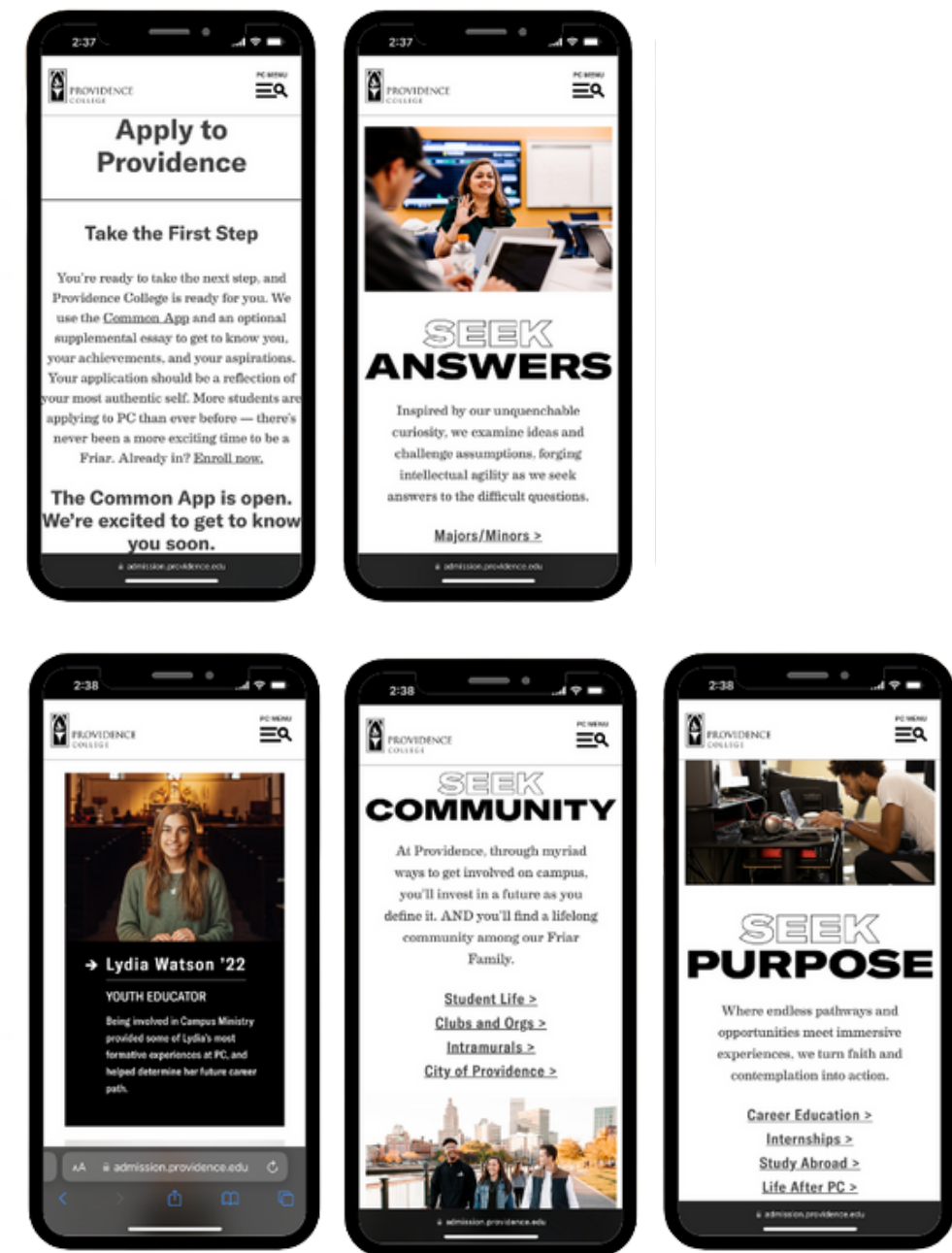
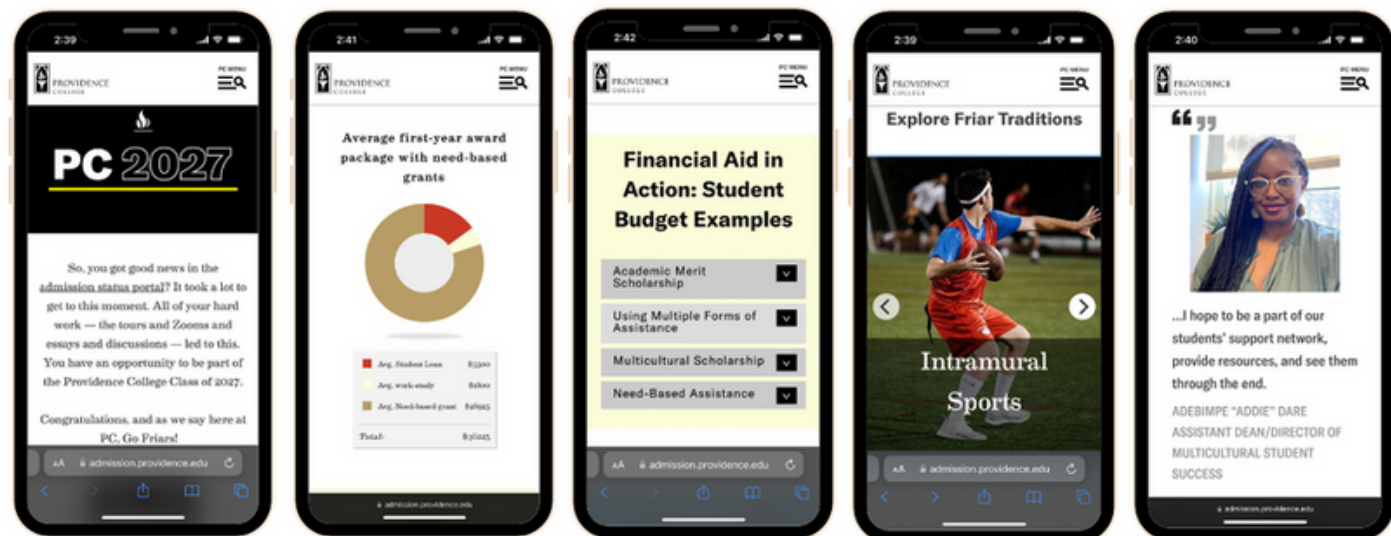
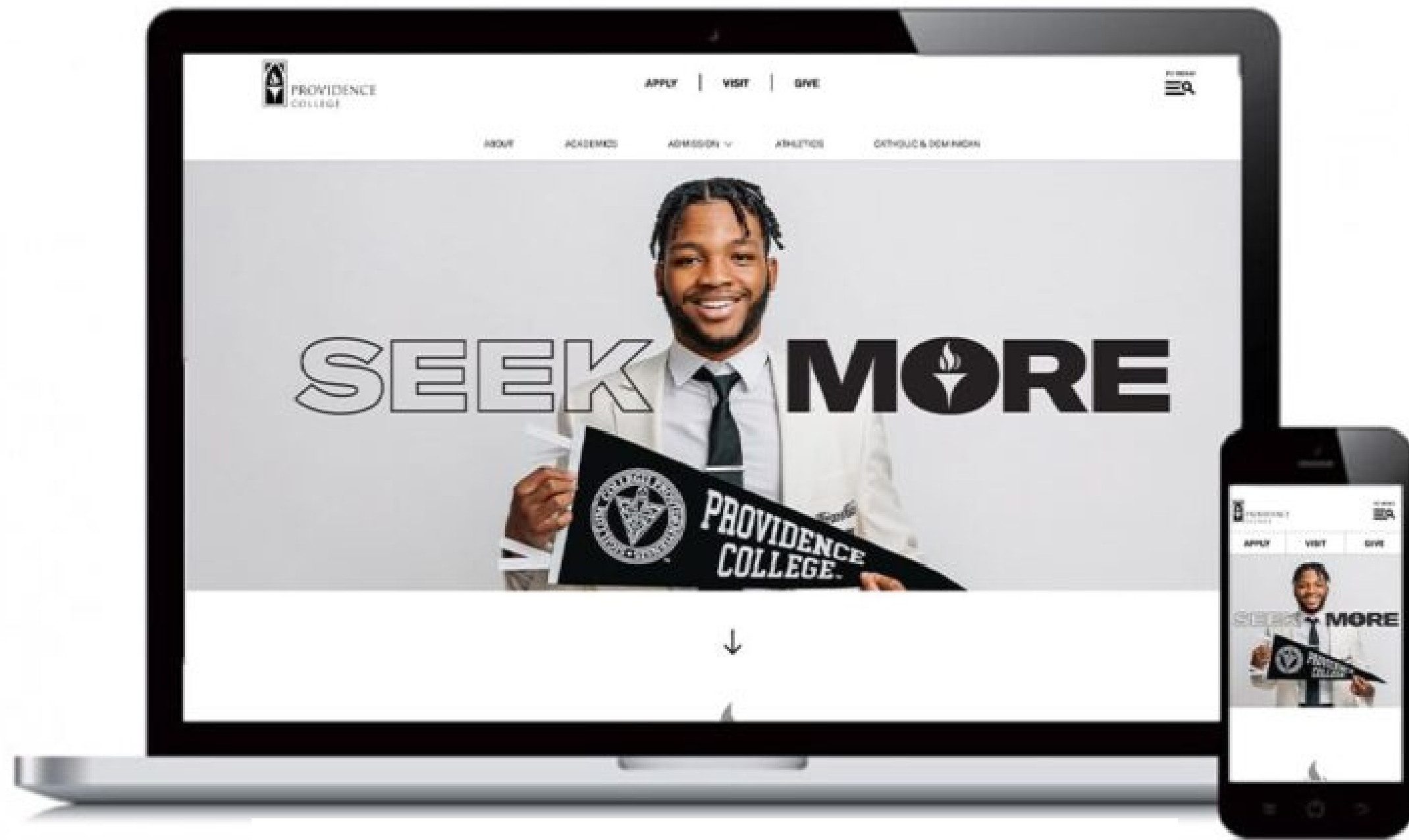
→ Advanced Augmented and Virtual Reality Simulation Technology

→ Bedside Skills Lab

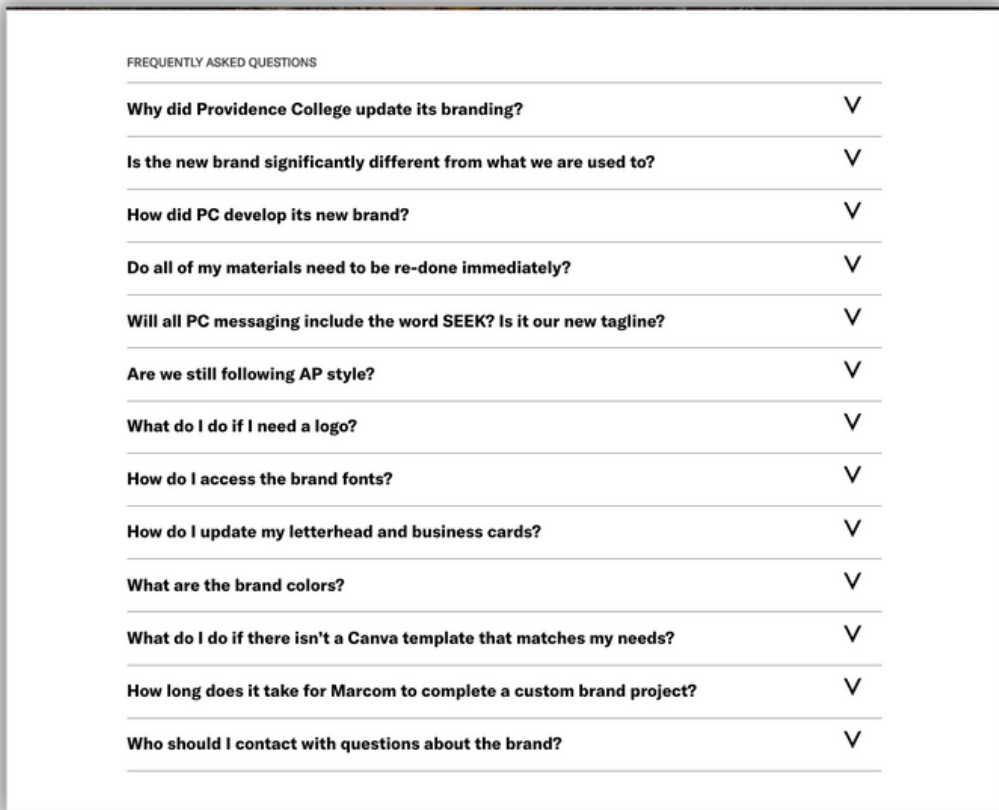
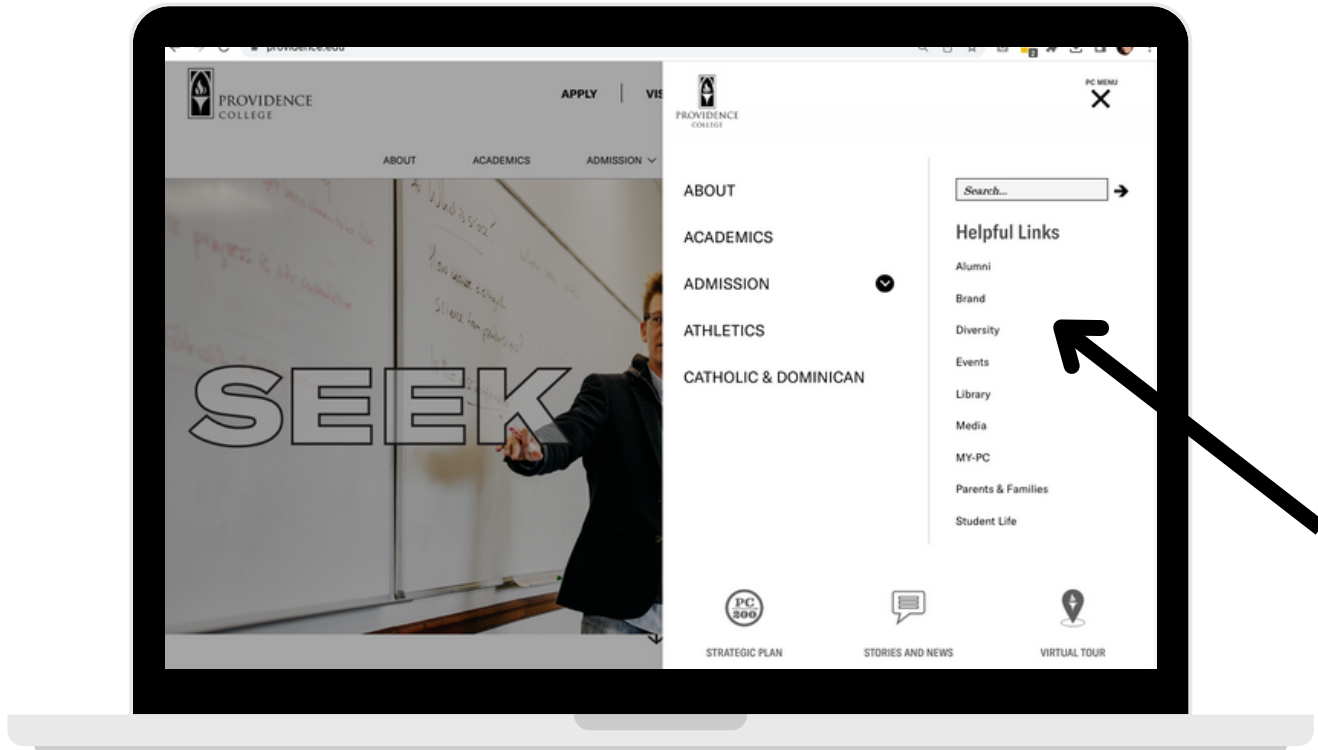
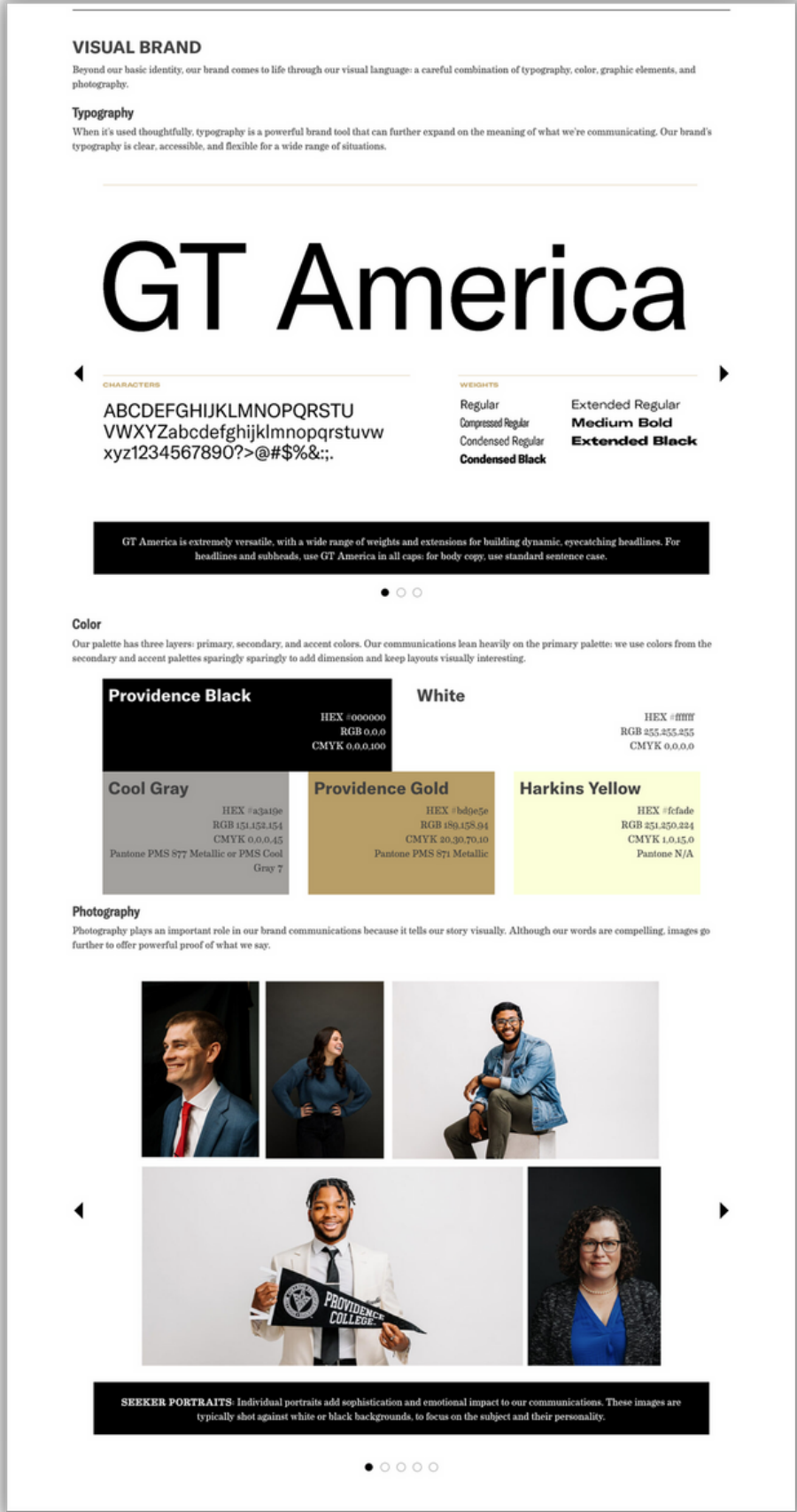
→ Multi-Bed Simulation Room

→ Single-Bed Simulation Station

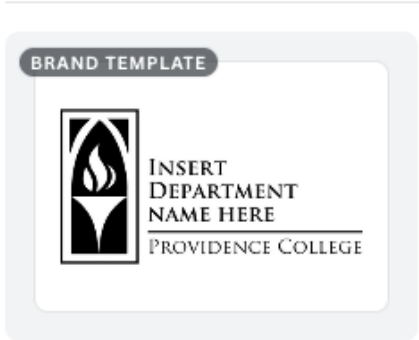
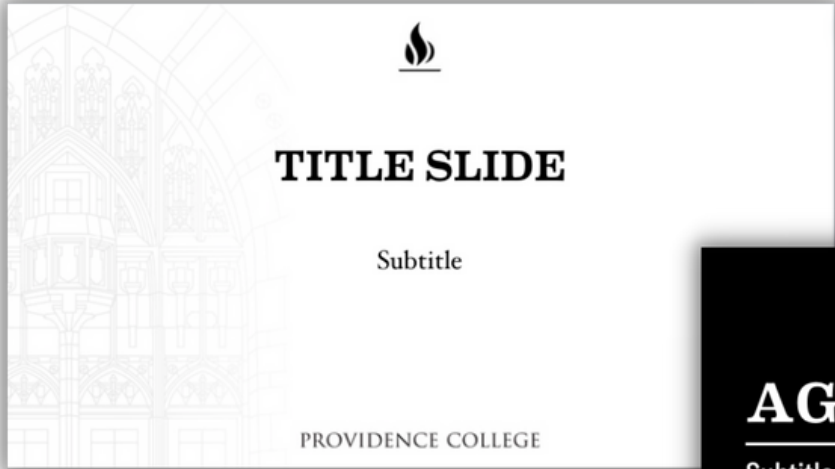
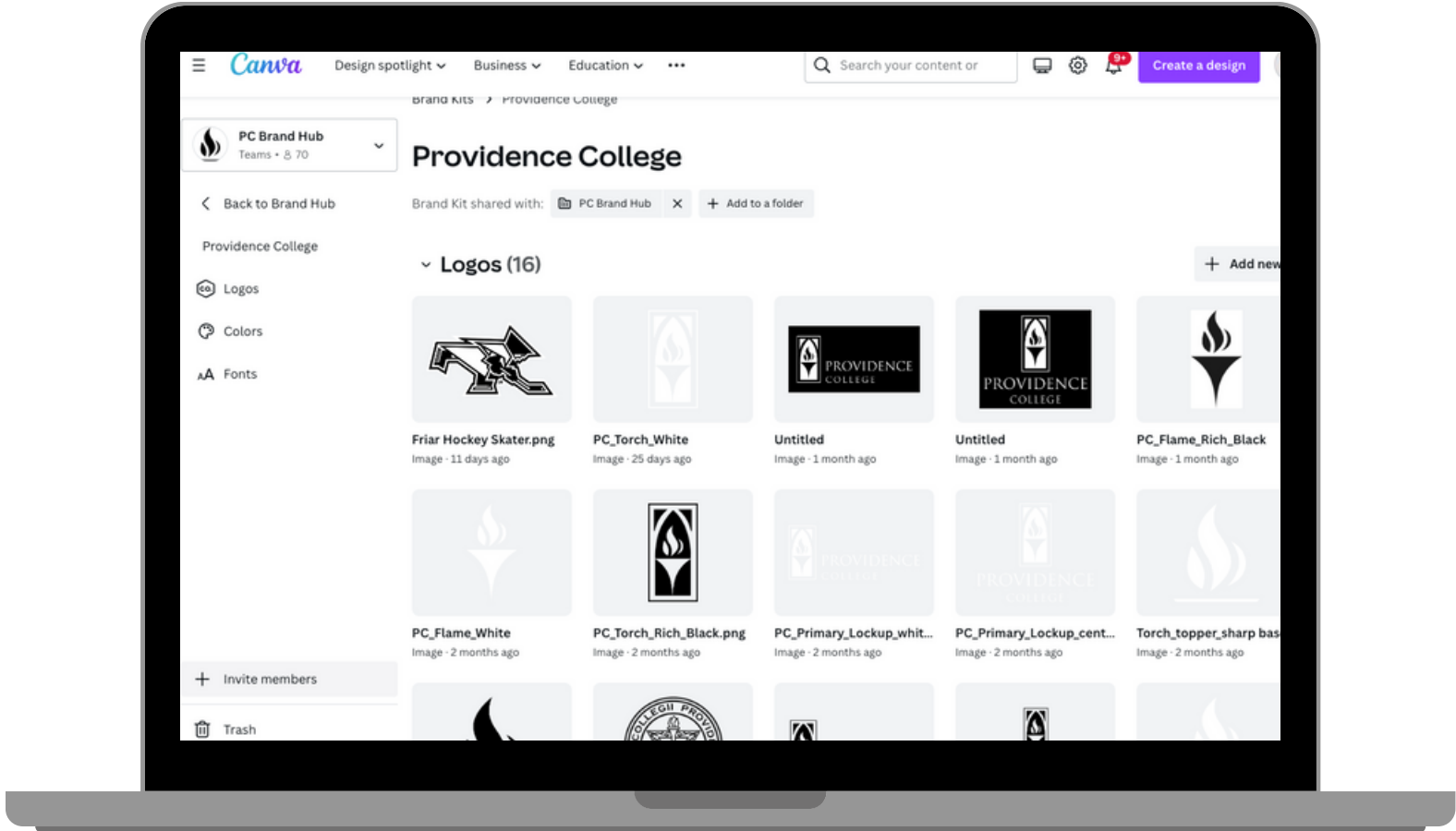
→ Examination Room



PC Rebrand: Website Redesign



PC Rebrand: Brand Microsite



LockUp_PCLogo_Formal
400 x 300 px



LockUp_PCLogo_Centered
400 x 300 px



THANK YOU!