

What's Your Brand? Financial Aid Directors Get Creative

College Assist has been introducing its new name and logo over the past two months. Our logo, design colors, and tagline (“You’ll Succeed. We’ll Help.”) are important elements in communicating to our audience who we are and what we stand for.

We thought it would be interesting to ask some financial aid professionals what their personal brand would be if they could create one. We found several new Colorado financial aid directors – good sports, all! – who thoughtfully shared their creative side, and a bit of insight into who they are as individuals.

Outlook: If you could create your own tagline and design colors, what would they be?

“Work Hard...Play Hard...And Have No Regrets”

Jennifer Carrica
Financial Aid Director
Otero Junior College

Color: Blue

My color and design might be a blue smiling sun. Blue is my favorite color and it is also the color that represents loyalty. The smiling sun would



represent a positive attitude. I’m not always perfect in having a positive attitude, but I truly believe that it’s the best way to get through a tough or demanding situation. Being new to financial aid brings its challenges and I am learning a lot. I also try to always remember that, while it may be the one thousandth time I’ve explained something about financial aid, it is most likely the student’s first experience...and I want it to be a good one. By investing in what I do professionally and personally, and believing in those quests, I will have no regrets and no stones will be left unturned...I hope.

“A Lifelong Learner”

Teri Dorchuck
Financial Aid Director
Aims Community College

Colors: Brown and copper



My trademark colors would be brown, a warm color that represents commitment, simplicity and dependability – with a splash of copper, another warm color that is vibrant and cheerful. My tagline would be “A Lifelong Learner.” I look at each day as an opportunity to learn, whether it be at home with our four-year-old son teaching me about plesiosaurs, megaladons, or the stages of metamorphism; at work assisting staff and students with the ever changing challenges in delivering student aid to our students so they can reach their educational goals; and with my friends in sharing about our families, jobs, communities and all of the things that keep us going.

outlook

Outlook is a quarterly publication of College Assist. For questions or comments, contact Misti Ruthven at misti.ruthven@college-assist.com

Contributors
Teena Cooper, Lori Gloer, Jim Gregg, Haley Majewski, Dan Rodgers, Misti Ruthven

Editor
Allison Bradley Fleming