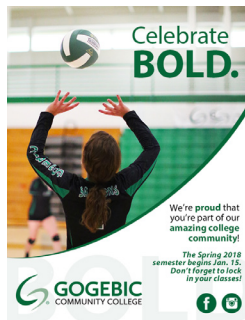


# Gogebic Community College

## North of Ordinary

In 2015, Interact and Gogebic Community College embarked on what would become a five-year partnership to redesign the college's marketing and communications strategy from the ground up. It began with a brand research project that yielded a new wordmark and brand identity: "Go BOLD."

From there, Interact and Gogebic partnered to produce a cross-platform, multi-year marketing effort focused not only on recruiting prospective students, but also helping current students persist.



## Interact & GCC at Work...

**Branding:** Interact explored stakeholder attitudes and beliefs to develop a courageous branding concept celebrating the boldness of GCC students.

**Creative:** Interact and GCC launched the "Go BOLD" brand with complete suite of print, digital, and video materials. We wrote and produced television, radio, print, outdoor, email, digital, and social media collaterals. Interact also worked with GCC to identify branding and messaging standards and produced the "Go BOLD" style guide. From there, we created professional, brand-consistent internal materials, including program brochures, course catalog covers, athletic spreads, letterhead templates, and more



Five years later, "Go BOLD" had become synonymous with quality, independent higher education in the Midwest. Gogebic Community College continues to flourish under the "Go BOLD" banner and ranks as the number 4 Best Online Community College in Michigan, according to OnlineU\*.

\*<https://www.onlineu.com/best-online-community-colleges/michigan>