

Identity |



# PIONEER PACIFIC COLLEGE



## HEALTH CAREER INSTITUTE PIONEER PACIFIC COLLEGE

**Approach:**

In order to reach Pioneer Pacific's target students, they needed to define relationships between the primary brand assets and reinforce their identity in all communications. PPC also needed unique support identities for emerging markets and/or programs.

**Result:**

Girvin developed a new identity and a consistent nomenclature and design standard for PPC's individual campuses, as well as a redesign, rewrite and re-architect the Pioneer Pacific College Web site so that it supports the brand strategy work completed by the joint PPC/Girvin team.

| Interactive