



Case Study: Rebranding PrimeCollege.org.uk



At RB Creative Digital, we understand that a strong brand is the cornerstone of effective marketing and communication. When we began working with PrimeCollege.co.uk, we saw an opportunity to elevate their presence and align their visual identity with their future aspirations.

TL;DR:

RB Creative Digital rebranded Prime College to modernize their outdated logo and align it with their future goals. Inspired by prestigious institutions like Oxford, the new design reflects tradition and excellence with a contemporary, versatile look. The rebranding included a domain change, a new color palette, and a simplified, symmetrical logo. The result is a cohesive and timeless visual identity that strengthens the college's market presence and resonates with both current and future students.



The Challenge

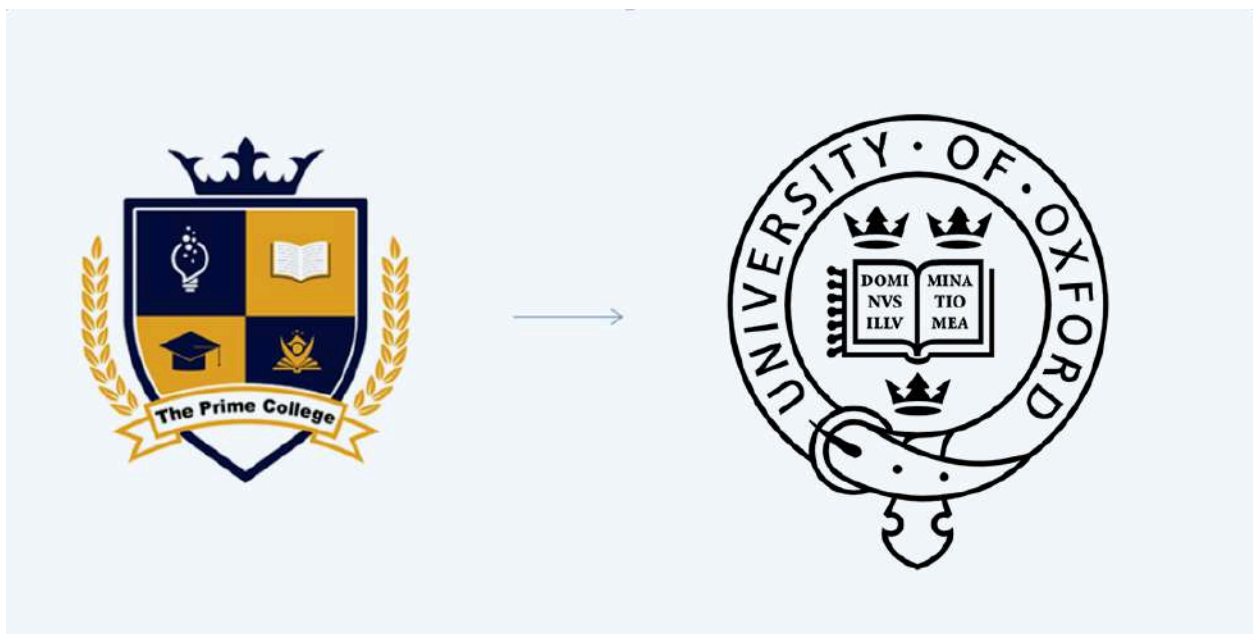
Prime College's existing branding was outdated, with a logo and color scheme that did not reflect the institution's evolving vision. To position the brand more effectively in a competitive market, we suggested a comprehensive rebranding initiative.

Our goal was to create a timeless and versatile identity that resonated with both current and prospective students.

Drawing inspiration from prestigious institutions like Oxford, we envisioned a logo that embodied tradition and excellence while being contemporary and inviting.

OLD LOGO

OXFORD LOGO FOR INSPIRATION



While working on the project we enhanced several functions and added a bunch of improvements.

Domain name - **theprimecollege.org.uk** to **primecollege.org.uk**



The Approach

1. Market Positioning:

- We analyzed the current market positioning of Prime College and identified areas where the brand could stand out.

2. Logo Redesign:

- Our team reviewed the original logo, focusing on simplifying the design to create a more symmetrical and timeless emblem.
- We aimed to develop a logo that would become an asset for the college, easily recognizable and adaptable for various applications, such as apparel and merchandise.

3. Color Palette Alignment:

- We selected a new color palette that aligned with Prime College's vision, ensuring consistency and modern appeal.

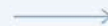
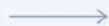
4. Inspiration:

- Drawing inspiration from prestigious institutions like Oxford, we envisioned a logo that embodied tradition and excellence while being contemporary and inviting.

The Result

Here is the transformation:

- **Old Logo:** A design that no longer reflected the college's dynamic and forward-thinking ethos.
- **New Vision:** Inspired by timeless academic icons, we crafted a logo that is not only symmetrical and elegant but also versatile enough to be proudly displayed on student merchandise.
- **End Result:** The new branding positions Prime College as a leader in education, with a modern and timeless identity that students and staff can proudly embrace.





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Team Leader
Operations/Departmental
Manager



Business Administrator
Mortgage Adviser



Beauty Therapist

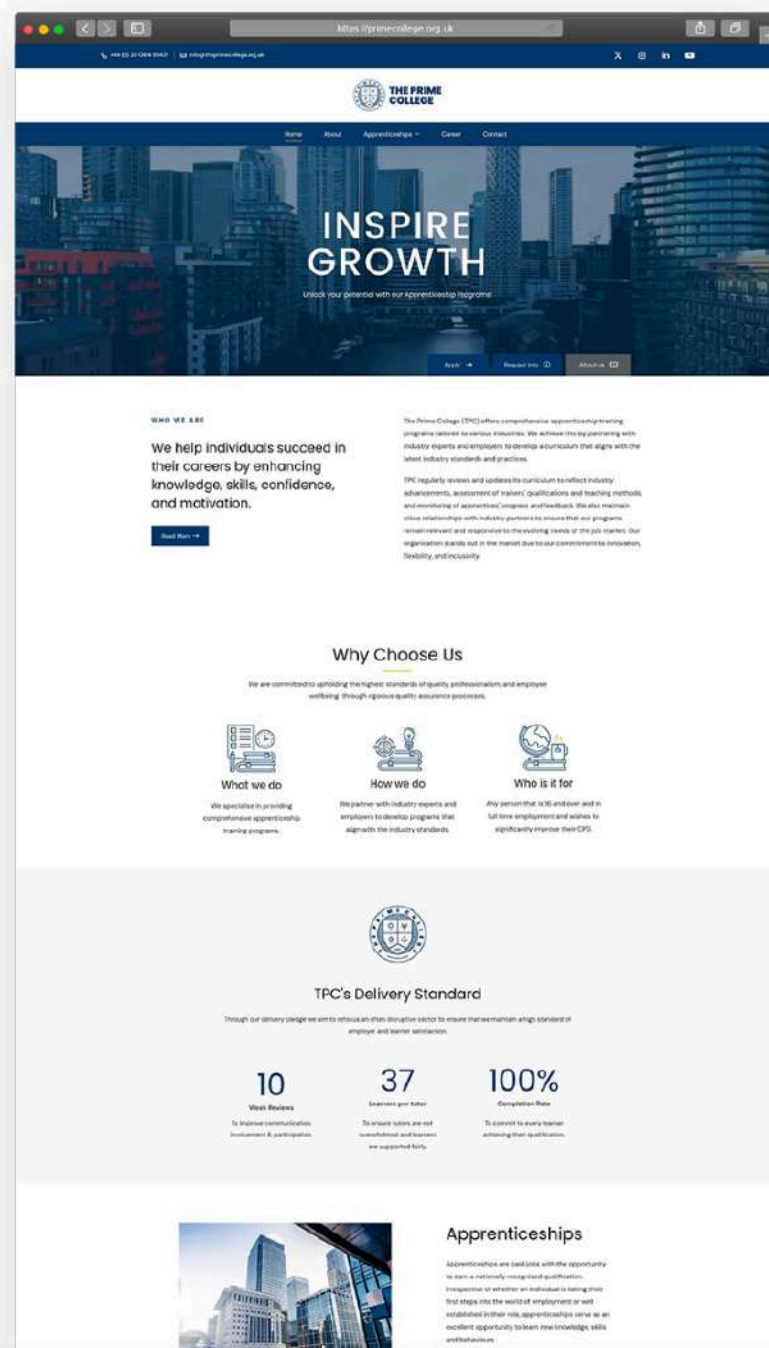
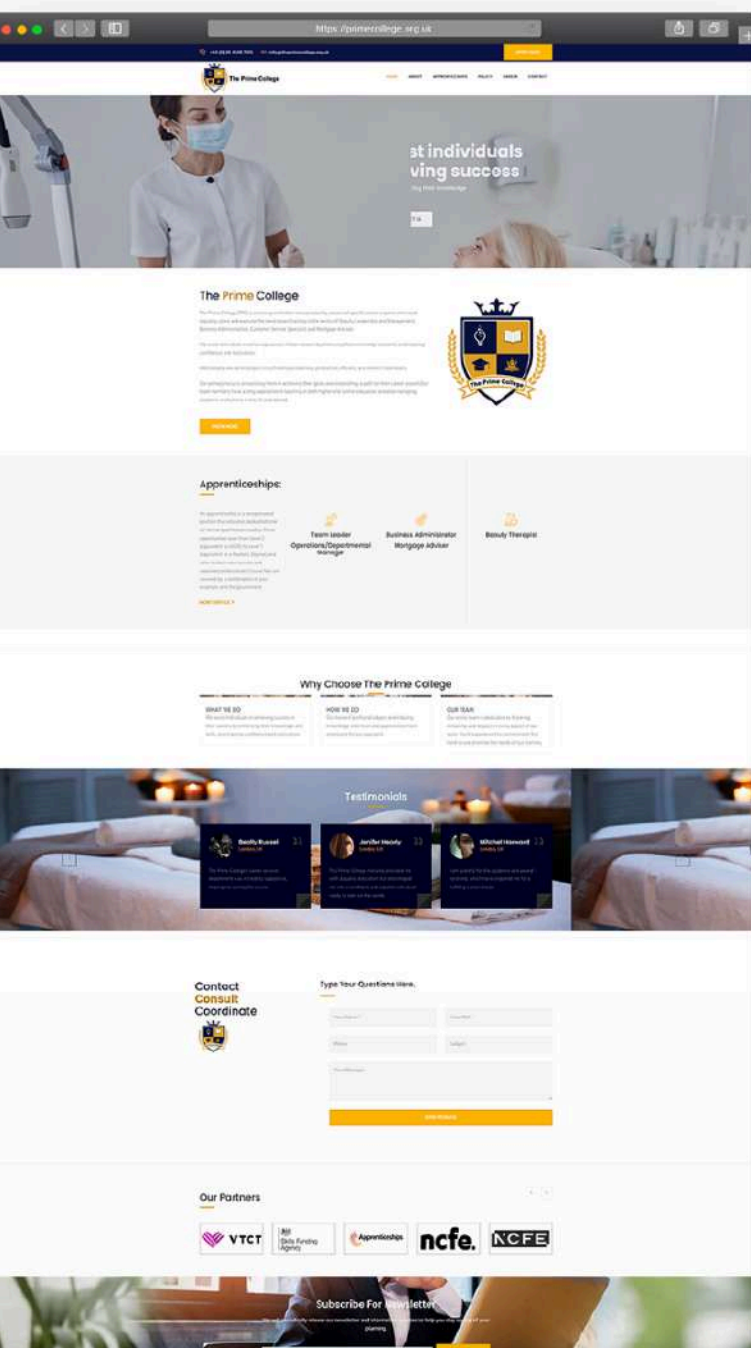




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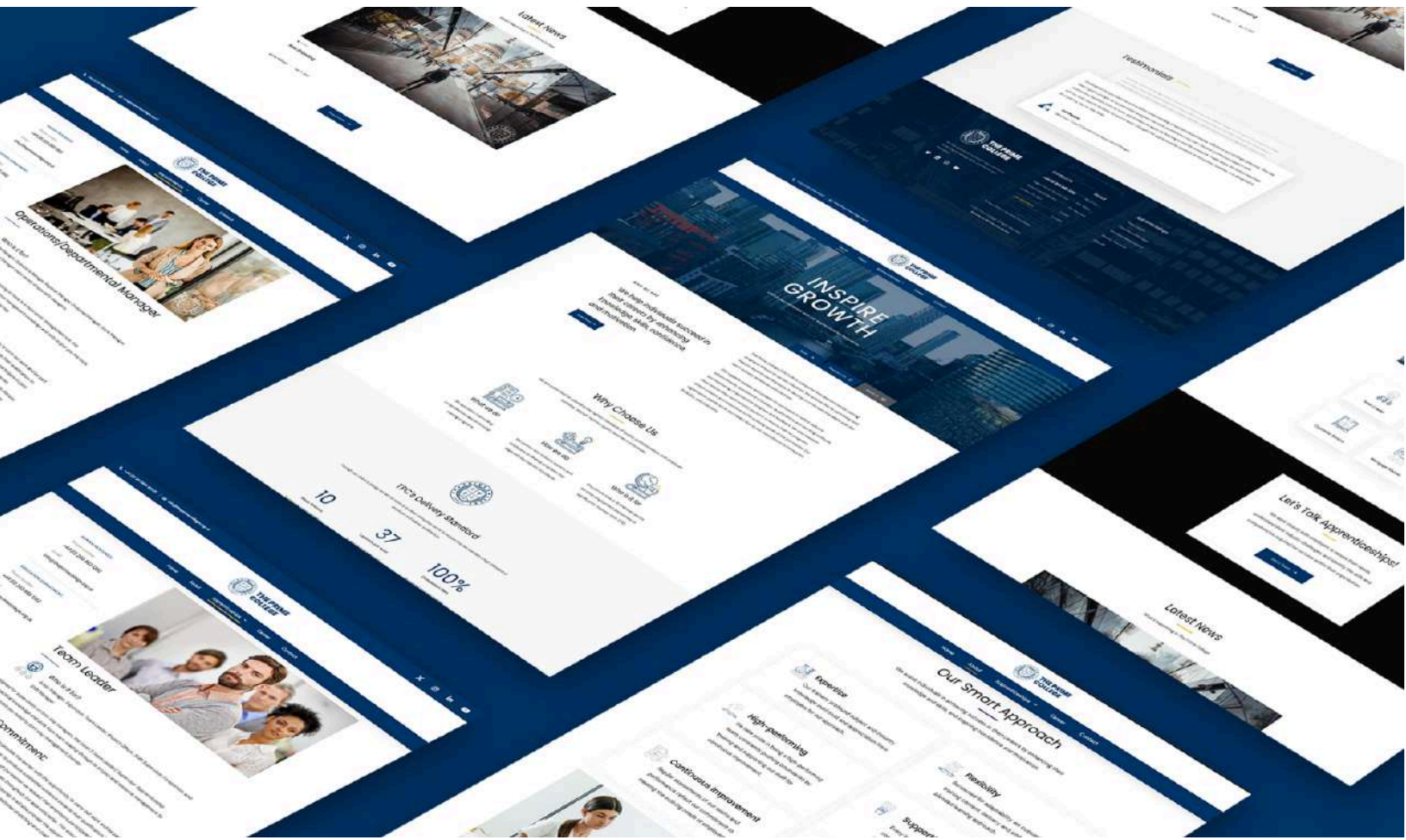




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By rebranding Prime College, we have helped to create a cohesive and compelling visual identity that supports their mission and enhances their market presence. This new brand identity is a testament to the college's commitment to excellence and its bright future.