

# Logo and Slogan Survey

*December 2009*

Office of Institutional Research and Effectiveness

## **Introduction and background**

In September 2009, the Palm Beach Community College District Board of Trustees (DBOT) approved changing the College's name to Palm Beach State College, effective January 2010, to more accurately reflect the College's new status as a four-year institution. With the coming name change, a new logo was necessary. At the same time, the College also decided to update its slogan. A collegewide committee considered various logo designs and slogan options.

Three final options for each were presented to college stakeholders for their input through a short survey. The survey was developed and administered in November 2009 to assist the administration and DBOT in their selection. This report presents the results of that survey.

## **Methodology**

The questionnaire was developed cooperatively by the Office of Institutional Research & Effectiveness and College Relations and Marketing. The scope of the study was limited to respondents' preferences for the logo and slogan, along with their self-declared affiliation with the PBCC. The survey was administered online through Survey Monkey.

Email invitations containing a direct link to the survey were sent to all students and employees at their college email addresses. In order to get community participation, a direct link to the survey also was placed on the College's home page at [www.pbcc.edu](http://www.pbcc.edu).

The survey was open from November 16 through December 2, 2009. A total of 3,921 responses were received.

**Proposed logo**

***Q. 1 Please select the logo that you believe will represent Palm Beach State College most effectively.***

Three proposed logos were offered to respondents. Logo A, showing the college name with a crest above it, was preferred by nearly half (46%) of all respondents. The second choice, Logo B, which shows a palm frond above the college name, was chosen by about one-third (34%), which Logo C, showing only the college signature, but in the same font as Logo A, was the first choice of 20% of those responding.



Among the various stakeholder groups within the College, the crest logo (Logo A) was the top selections by all except college employees. Current and potential students, alumni, and local residents and members of the business community all preferred the crest design by a wide margin.

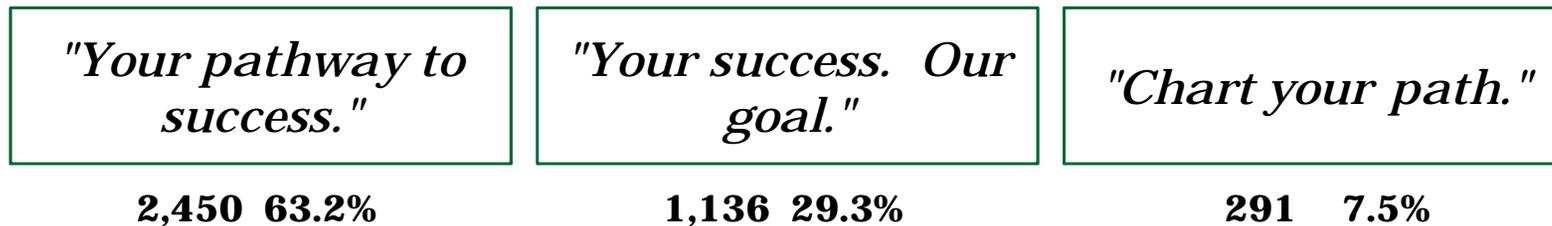
College employees were the most split among all groups tracked. Employees selected the frond design by an 8-point margin over the crest design (42% vs. 34%) but also showed the highest preference among all groups for the signature design (24%).

|   | Current student |              | Employee     |              | Alumnus/alumna |              | Potential student |              | Interested community resident |              | Local business community member |              |
|---|-----------------|--------------|--------------|--------------|----------------|--------------|-------------------|--------------|-------------------------------|--------------|---------------------------------|--------------|
|  | <b>1,261</b>    | <b>49.6%</b> | 359          | 34.2%        | <b>58</b>      | <b>50.0%</b> | <b>52</b>         | <b>64.2%</b> | <b>34</b>                     | <b>56.7%</b> | <b>24</b>                       | <b>51.1%</b> |
|  | 798             | 31.4%        | <b>444</b>   | <b>42.3%</b> | 39             | 33.6%        | 21                | 25.9%        | 19                            | 31.7%        | 15                              | 31.9%        |
|  | 481             | 18.9%        | 246          | 23.5%        | 19             | 16.4%        | 8                 | 9.9%         | 7                             | 11.7%        | 8                               | 17.0%        |
| <i>n=</i>   | <i>2,540</i>    |              | <i>1,049</i> |              | <i>116</i>     |              | <i>81</i>         |              | <i>60</i>                     |              | <i>47</i>                       |              |

***Proposed slogan***

***Q. 2 Please select the slogan that you believe will represent Palm Beach State College most effectively.***

Similar to the logo, three proposed slogans were offered. “Your pathway to success” was the clear favorite of nearly two-thirds (63%) of all respondents.



This slogan also was the obvious first choice among all affiliation groups. Levels of preference ranged from 61% for college employees to 72% for members of the business community.

|                            | Current student |       | Employee |       | Alumnus/alumna |       | Potential student |       | Interested community resident |       | Local business community member |       |
|----------------------------|-----------------|-------|----------|-------|----------------|-------|-------------------|-------|-------------------------------|-------|---------------------------------|-------|
| "Your pathway to success." | 1,612           | 63.6% | 629      | 61.1% | 77             | 66.4% | 53                | 65.4% | 40                            | 66.7% | 34                              | 72.3% |
| "Your success. Our goal."  | 743             | 29.3% | 309      | 30.0% | 29             | 25.0% | 24                | 29.6% | 17                            | 28.3% | 13                              | 27.7% |
| "Chart your path."         | 181             | 7.1%  | 92       | 8.9%  | 10             | 8.6%  | 4                 | 4.9%  | 3                             | 5.0%  | 0                               | 0.0%  |
| <i>n=</i>                  | 2,536           |       | 1,030    |       | 116            |       | 81                |       | 60                            |       | 47                              |       |

### **Logo and slogan combinations**

Respondents who preferred the crest logo also preferred "Your pathway to success" (71%) by a significantly wider margin than respondents who chose the other logo designs.

Interestingly, people who chose either of the other slogans as their first choice had a slight preference for the frond design over the crest design. However, it must be noted that these groups combined were much smaller than the group that chose "Your pathway to success."

|                            | <br>PALM BEACH STATE COLLEGE |       | <br>PALM BEACH STATE COLLEGE |       | <br>PALM BEACH STATE COLLEGE |       | <i>"Your pathway to success."</i>   |       | <i>"Your success. Our goal."</i> |       | <i>"Chart your path."</i> |     |       |
|----------------------------|---|-------|---|-------|---|-------|---|-------|----------------------------------|-------|---------------------------|-----|-------|
| "Your pathway to success." | 1,266   | 71.1% | 738   | 55.8% | 436   | 57.3% | <br>PALM BEACH STATE COLLEGE | 1,266 | 51.9%                            | 404   | 35.7%                     | 110 | 37.8% |
| "Your success. Our goal."  | 404   | 22.7% | 454   | 34.3% | 275   | 36.1% | <br>PALM BEACH STATE COLLEGE | 738   | 30.2%                            | 454   | 40.1%                     | 131 | 45.0% |
| "Chart your path."         | 110   | 6.2%  | 131   | 9.9%  | 50  | 6.6%  | <br>PALM BEACH STATE COLLEGE | 436   | 17.9%                            | 275   | 24.3%                     | 50  | 17.2% |
| <i>n=</i>                  | 1,780   |       | 1,323   |       | 761   |       | <i>n=</i>   | 2,440 |                                  | 1,133 |                           | 291 |       |

### **College affiliation**

A variety of stakeholders participated. As expected, given the size of the student body compared with that of the College's employees, students made up nearly two-thirds (65%) of all those who responded to the survey. Employees, of whom more than a thousand responded, made up about 27% of all survey takers. All other groups, including potential students, alumni and members of the community, made up about 8% of respondents.

| <b>Affiliation with college</b> | <b>Number</b> | <b>Percent</b> |
|---------------------------------|---------------|----------------|
| Current student                 | 2,550         | 65.0%          |
| Employee                        | 1,053         | 26.9%          |
| Alumnus/alumna                  | 118           | 3.0%           |
| Potential student               | 81            | 2.1%           |
| Interested community resident   | 60            | 1.5%           |
| Local business community member | 47            | 1.2%           |
| No affiliation given            | 12            | 0.3%           |
| <i>Total respondents</i>        | <i>3,921</i>  |                |