

Who am I?

*Company Brand Character*  
*(trustworthy, friendly, inclusive)*

What do I do?

*Brand Purpose (mission statement)*

Why am I different?

*Brand positioning within the marketplace*  
*with brand attributes that help support the positioning*

*Who am I?*

Company Brand Character

*Who am I?*  
Company Brand Character

*For SCCA as a program:*

*Who am I?*  
Company Brand Character

*For SCCA as a program:*  
immersive

*Who am I?*

Company Brand Character

*For SCCA as a program:*

immersive

practical/utilitarian

*Who am I?*

Company Brand Character

*For SCCA as a program:*

immersive

practical/utilitarian

inexpensive

*What do I do?*

Brand Purpose (Mission Statement)

*What do I do?*

Brand Purpose (Mission Statement)

*For SCCA as a program:*



# *What do I do?*

Brand Purpose (Mission Statement)

*For SCCA as a program:*

We are a 2 year, intensive,  
lock-step program which helps  
students build portfolios for  
obtaining jobs.

*Why am I different?*

Brand Positioning within the Marketplace

*Why am I different?*

Brand Positioning within the Marketplace

*For SCCA as a program:*

# *Why am I different?*

## Brand Positioning within the Marketplace

### *For SCCA as a program:*

*(using brand attributes to help support the positioning)*

*SCCA is the only affordable, 2 year, intensive, lock-step program in the Pacific Northwest which gathers together a community of students who attend classes from 9–2 daily, learning subject matter focused solely on building portfolios in order for them to find jobs upon graduation.*

*Who am I?*

Company Brand Character

*Who am I?*  
Company Brand Character

*For Jill as a teacher:*

*Who am I?*  
Company Brand Character

*For Jill as a teacher:*  
honest

*Who am I?*

Company Brand Character

*For Jill as a teacher:*

honest

fair



*Who am I?*

Company Brand Character

*For Jill as a teacher:*

honest

fair

focuses on the project on hand

*What do I do?*

Brand Purpose (Mission Statement)

*What do I do?*

Brand Purpose (Mission Statement)

*For Jill as a teacher:*

# *What do I do?*

Brand Purpose (Mission Statement)

*For Jill as a teacher:*

I am an instructor in an affordable, intensive 2 year, lock-step design program at Seattle Central who's goal is to help students realize their work and build strong portfolios.

*Why am I different?*

Brand Positioning within the Marketplace

*Why am I different?*

Brand Positioning within the Marketplace

*For Jill as a teacher:*

# *Why am I different?*

## Brand Positioning within the Marketplace

*For Jill as a teacher:*

*(using brand attributes to help support the positioning)*

*As a teacher, I am different because I try to focus solely on the project at hand, not the person who created it. By focusing on the work, I can give honest and fair feedback to push the project to it's final actualization.*

*Who am I?*

Company Brand Character



*Who am I?*  
Company Brand Character

*For each student in our program:*  
(each student will have their own)

*Who am I?*  
Company Brand Character

*For each student in our program:*

(each student will have their own)

**dedicated**

*Who am I?*  
Company Brand Character

*For each student in our program:*

(each student will have their own)

dedicated

focused

*Who am I?*  
Company Brand Character

*For each student in our program:*

(each student will have their own)

dedicated

focused

hard working

*What do I do?*

Brand Purpose (Mission Statement)

*What do I do?*

Brand Purpose (Mission Statement)

*For each student in our program:*

*(each student will have their own)*

# *What do I do?*

Brand Purpose (Mission Statement)

*For each student in our program:*

*(each student will have their own)*

*I am a student who shows up everyday,  
works hard and delivers quality projects to the  
best of my ability in order to build a portfolio.*

*Why am I different?*

Brand Positioning within the Marketplace



*Why am I different?*

Brand Positioning within the Marketplace

*For each student in our program:*

*(each student will have their own attributes to support positioning)*

# *Why am I different?*

## Brand Positioning within the Marketplace

*For each student in our program:*

*(each student will have their own attributes to support positioning)*

*As a student, I can code like no tomorrow.*

*I can resolve any problem*

*I can illustrate and bring warmth to any design*

*I use my humor to come up with killer*

*ideas that make people laugh*