



**Franklin  
Cummings  
Tech**

# A New Brand for a New Day

We are an institution on the rise — from our impending move to Nubian Square to new leadership and future-forward curriculum. As we take these bold steps into the future, our new brand must reflect not only who we are but where we are going.



# Informed by Research

Months of homework and hard work went into crafting a new brand that speaks to our audience and sets us apart from our peers.

- Focus groups with students, alumni, staff, and community leaders
- Faculty and student surveys
- Secondary market research
- Qualitative message testing with 100 prospective students

Our new tagline

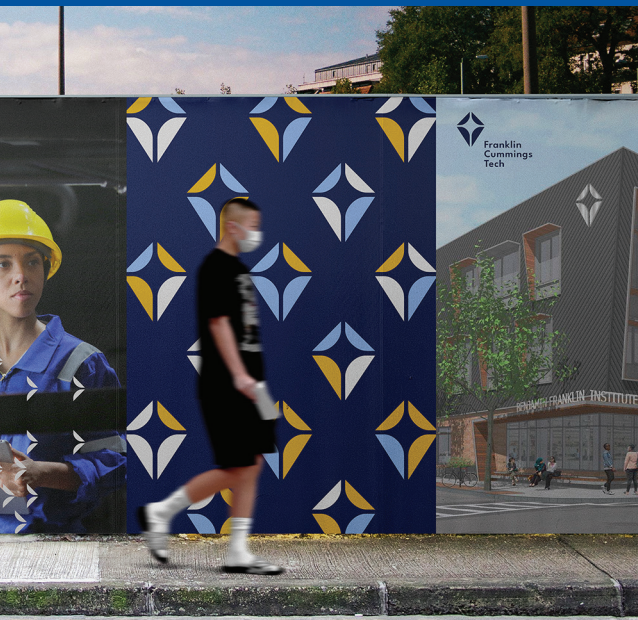
## Put Your Best Future Forward

At its core, our new brand is about empowerment. Our new tagline, “Put Your Best Future Forward,” reflects our commitment to supporting and empowering our students to move confidently into a career, and discover their potential.

Our new common name

## Franklin Cummings Tech

While our full institutional name (Benjamin Franklin Cummings Institute of Technology) remains intact, this shortened name will serve as a colloquial shorthand that represents the addition of Cummings to our name but also elevates our identity as a historical technical institution.





## A New Spark

Our brand's new visual identity both honors the past and heralds the future. An abstract representation of a kite ties to our history while the center evokes a star or spark to signify a new beginning. An updated color palette adds vibrancy to our historic blue and yellow while more modern, clean fonts add a contemporary feel. And a new brand element—a pattern—uses deconstructed elements from the logo to represent forward momentum.

## Allow Us to Reintroduce Ourselves

COMMON NAME: Franklin Cummings Tech

TAGLINE: Put your best future forward

MISSION: (why we do what we do)

We deliver transformative technical and trade education that leads to economic advancement.

VISION: (the impact we seek to achieve long-term)

Our vision is to achieve economic and social impact through dynamic and entrepreneurial curricula that develops diverse tech talent for our region and to help graduates thrive by building generational wealth.

VALUES: (what we stand for)

- Supporting our diverse community
- Fostering a supportive learning environment

Logo:



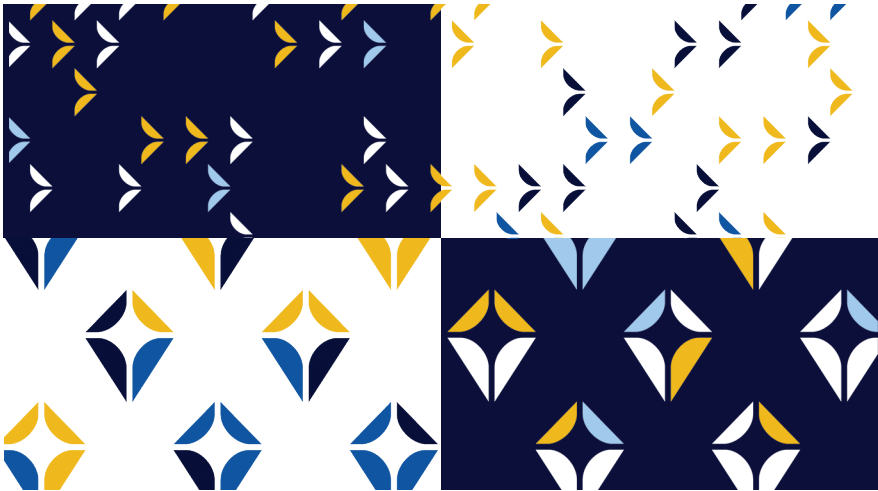
Franklin  
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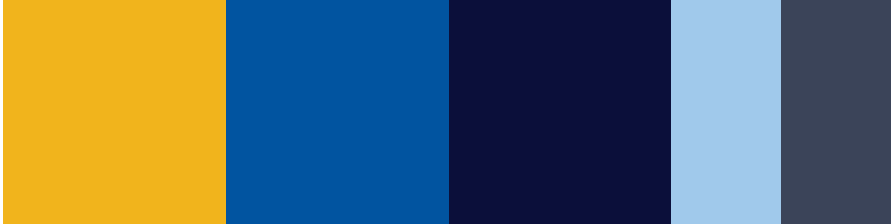
Benjamin Franklin  
Cummings Institute  
of Technology



Patterns:



Color Palette:



**It's a brand new  
chapter for Franklin  
Cummings Tech.**

**Join us in welcoming a refreshed brand  
that reflects our vision for the future.**