# Branding and Change Management

Penelope Kimber

Director of Marketing and Communications

East Kent College

THANET

COLLEGE

Student at the heart
ESSENCE
We promise to encourage, empower and embrace the individuality of our students. Inspiring them to excel and succeed in their chosen career path
BRAND PROMISE
Enthusiastic
Friendly
Curious
Professional
Creative
PERSONALITY
Progressive
High quality
Impartial
Innovative
Influential
Person-centred
VALUES
Inspirational
Welcoming
Confident
Career - focused
EMOTIONAL BENEFITS
Learner-centric provision
Personal development
Career-managed partnerships
An approachable ethos
FUNCTIONAL BENEFITS
Employer relationships
Providers of high quality Further Education
Higher Education opportunities
Personalised student support
Teaching excellence
Student experience
Suppliers of career relevant vocational studies
ATTRIBUTES

## Our mission

East Kent College is committed to developing the prosperity and wellbeing of the communities we serve

## Our Shared Values

- Excellence: Professionalism that places the student at the heart
- Respect: a welcoming culture that celebrates diversity
- Creativity: continuous enhancement through innovation and enterprise
- Responsibility: to each other and the communities we serve
- Ambition: inspiring and empowering all to achieve their potential

Canterbury Christ Church University

EKC East Kent College

- http://experiencecurve.com/archives/brand-integrity-or-in-laymans-terms-dont-fuck-this-up

- Brand is a Promise that the Customer Experience Fulfills

- Which two or three things should your organisation be trusted for?