

FIRST ASCENT

Wilmington Learning Collaborative

Branding Project



The Wilmington Learning Collaborative (WLC)

The Project

The Wilmington Learning Collaborative (WLC) is an educational nonprofit dedicated to fostering positive change in schools across Wilmington, Delaware. As a new organization, **WLC partnered with First Ascent to develop a cohesive brand identity that communicates its mission and connects with the community. This work supported the overall communications strategy focused on three key shifts: "Students First. Connected Schools. Purposeful Partnerships."**

Central to this effort are WLC's new logo and website, designed to showcase a fresh look and provide an engaging user experience that makes navigation easy for families, teachers, and students. We also created organic social media content and merchandise designs to align all elements of the organization's messaging and identity.

Our Work

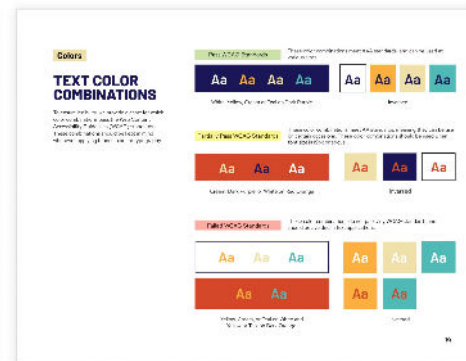
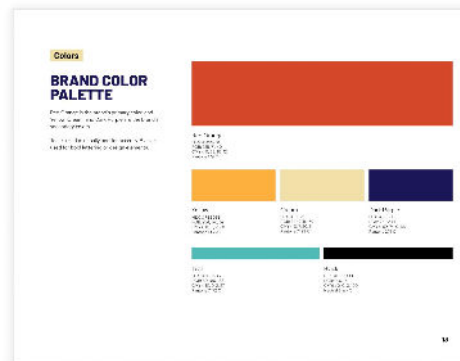
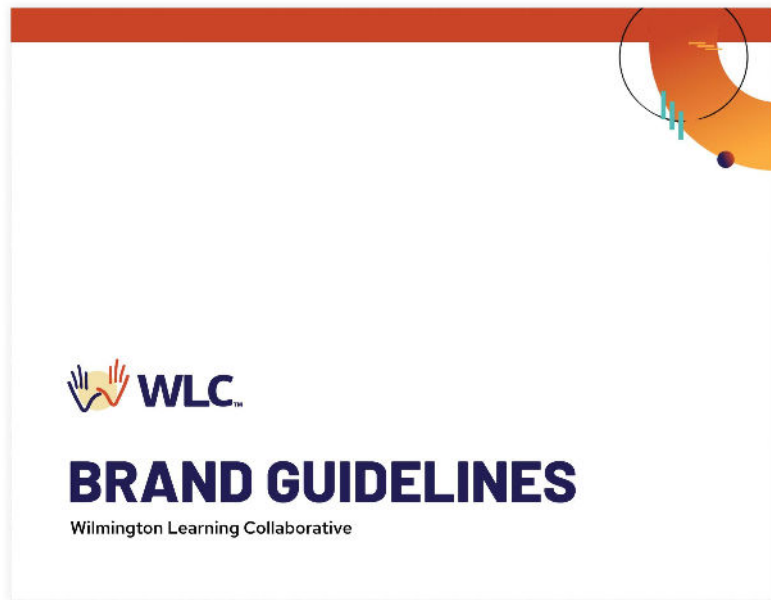
- Branding & Identity Design
- Logo Design
- Communications Strategy
- Website Design & Development
- Website Maintenance
- Digital Marketing
- Graphic Design
- PR Support

Designing with Community in Mind

Our approach was rooted in collaboration and research. We partnered closely with the WLC and engaged with students and teachers to ensure the brand identity authentically represented the organization's mission and the community it serves. Understanding the historical context of segregation, where Wilmington students often traveled long distances to attend schools outside the city, we emphasized unity and celebration of this historically marginalized community, fostering a sense of connection and belonging.

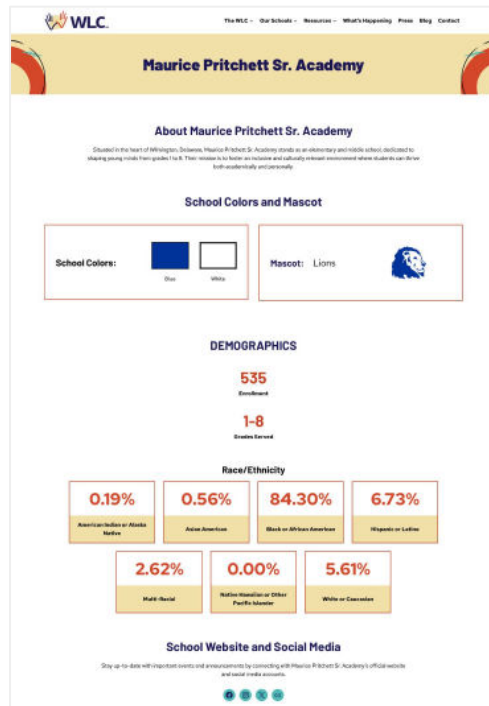


Brand Guidelines



Website

We designed and built a [bespoke website for the WLC](#). The website serves as a centralized hub for school information, news, and resources for Wilmington students and families. With an engaging design and intuitive navigation, the web site helps foster a stronger connection between the WLC, local schools, and the wider community it serves.





WLC

WLC Teacher Leadership Design Fellowship

Deadline May 31



WLC

AUGUST

Council Meeting Announcement

August 20 | 6:00 pm to 7:30 pm

DSU Riverfront Building, Room 213, 1 South Orange St., Wilmington, DE

or participate virtually



FREE EVENT

WLC

BACK TO SCHOOL BASH

hosted by

NEMOURS
CHILDREN'S HEALTH

Saturday, August 10
10:30 AM - 2:00 PM

1602 Jessup Street, Wilmington, DE 19802



WLC

Join the WLC Council Meetings for 2024-2025!

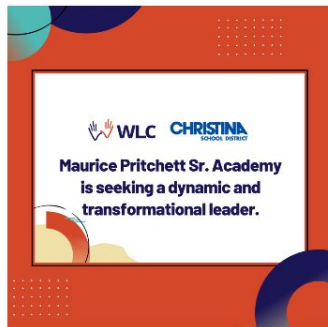
Third Tuesday of each month

DSU Riverfront Building
Room 215
1 South Orange St., Wilmington, DE 19801



WLC

Harlan and Claymont Elementary Schools are looking for a STEM Teacher



WLC CHRISTINA
SCHOOL DISTRICT

Maurice Pritchett Sr. Academy is seeking a dynamic and transformational leader.



Can you guess what's new at WLC?

WILMINGTON LEARNING COLLABORATIVE



WLC

SAVE THE DATE

September Council Meeting

September 17
6:00 pm to 7:30 pm



Job Opening!

Stubbs Early Education Center is searching for a new Principal!

Apply on or before June 10

WLC **STUBBS**



2:42

WLC_DE Posts Follow

wlc_de

October

Council Meeting Announcement

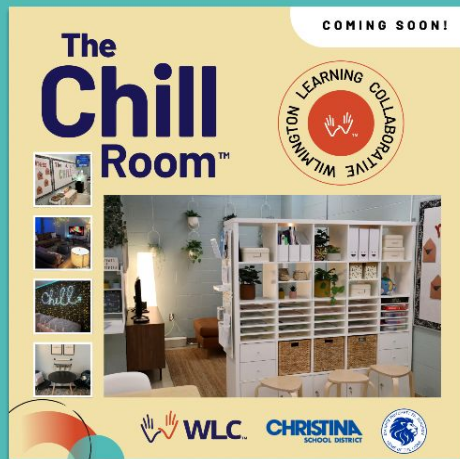
Monday, October 14 | 6:00 PM - 7:30 PM

Maurice Pritchett Sr. Academy, 600 E 7th Street
Wilmington, DE 19801

3 likes

wlc_de WLC invites you to join us for the October Council Meeting to discuss important updates on the ongoing... more

2 days ago





COMUNIDADES CONECTADAS: UNA CENA Y EXPERIENCIA DE DISEÑO DEL WLC

Miércoles, 3 de abril de 2024 5:30pm-8pm
El Delaware Contemporary

PROGRAMA

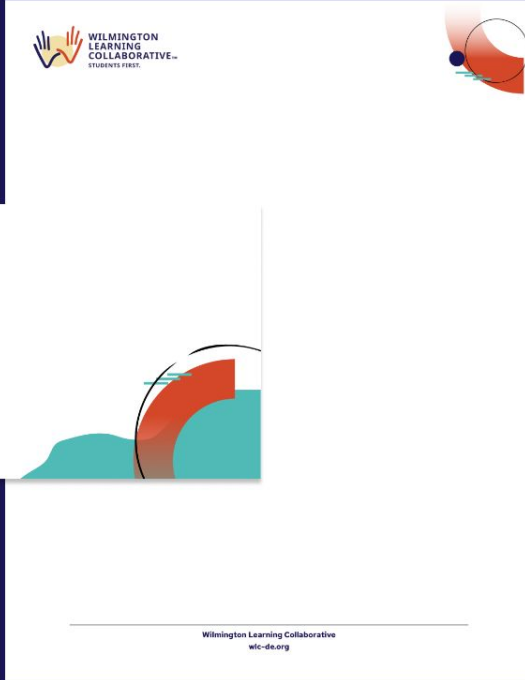
5:30 PM Inscripción	6:00 PM Bienvenida de la Directora Ejecutiva
6:15 PM Los grandes Cambios de WLC- Un taller comunitario	7:00 PM Cena e Informe



Encuesta

Tres grandes cambios:

Los Alumnos Primero	Escuelas Conectadas	Asociaciones con Propósito
------------------------	------------------------	-------------------------------



The Results

11,586

views

In the five months since launching, the WLC website received **11,586 total pageviews.**

4,236

users

In the five months since launching, the WLC website had **4,236 total users.**

DELAWARE **LIVE**
OUR STATE. OUR NEWS. OUR HOME.

Government Culture Business Education Health Police & Fire Sports Weekly Review

WLC launches anticipated website, new trademarked logo

JAREK RUTZ / JUNE 19, 2024 / HEADLINES, EDUCATION



THE WLC HAS LAUNCHED ITS NEW WEBSITE AND LOGO, DESIGNED BY FIRST ASCENT DESIGN. (PHOTO VIA UNSPLASH)

The Wilmington Learning Collaborative has a new look.

"Much like when you meet a stranger for the first time, you don't have associations with their face, and as you start experiencing that person, you gain those associations over time, so the WLC has just launched its new face," said John Himics, president of **First Ascent Design**.

FIRST ASCENT

Thank You!

Visit Us

FirstAscentDesign.com