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Northeast Community College Unveils Rebranding

Rebrand Signifies Commitment to All Learners

NORFOLK, Neb., April 23, 2024—[Northeast Community College](#), a nationally recognized Top 150 community college, unveiled a new brand, tagline and visual identity for the college and Hawks athletic department. This rebrand reflects Northeast’s continued commitment to higher education throughout the Northeast region based on three key pillars:

- Strong history with a bold pledge for the future.
- Commitment to all learners, making education affordable and accessible to all.
- Continued dedication to meeting workforce and economic needs.

“Our internal marketing team launched this project with the ambition to capture the exceptional academic experience, school spirit and sense of pride that defines our life here,” said Northeast Community College President, [Leah Barrett](#), EdD, MBA. “With this new brand, we’ve reinforced the sky’s the limit for our students and the Northeast community.”

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The simple, bold monogram quickly conveys Northeast as a college, while the arrow, pointing up and to the right, cleverly illustrates its directional aspect. It also symbolizes Northeast's commitment to the success of all students and its region as it points onward and upward.

With newly stocked branded merchandise at the Hawk Shop, Northeast is also collecting donations of new or gently used clothing for Norfolk-founded [Orphan Grain Train](#). Donations are being accepted near the Union Coffee Shop on Friday, April 26 from 8 a.m.-11 a.m.

About Northeast Community College

Established by the State Legislature in 1973, Northeast Community College stands as a dynamic institution committed to delivering high-quality academics balanced with high-impact experiences that empower the people of our region to achieve their academic and workforce development goals. Accredited by the Higher Learning Commission and celebrated as a premier community college by the Aspen Institute, Northeast stands as a cornerstone of higher education excellence in Nebraska. With Nebraska campuses located in Norfolk, O'Neill, South Sioux City and West Point, Northeast caters to over 13,000 learners pursuing both credit and non-credit programs.

For more information about Northeast Community College and its offerings, please visit [Northeast.edu](#). Connect with us on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) to stay updated on news, events and opportunities within the Northeast community.

Logo/brand assets are available for request at [Northeast.edu/brand](#).

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