

RICHMOND, VA, September 20, 2013 **/24-7PressRelease/** -- Students, faculty and partners of Richard Bland College of William and Mary will notice that the institution is getting a fresh new look and brand messaging that is more in line with the college's updated mission and strategic plan, titled RBC-19. The new brand was created by Richmond-based marketing and PR firm Madison+Main, which will work with the college over the course of the 2013 - 2014 school year on prospective student materials, the college's website, a new television commercial and much more. As part of the college's overall strategic initiative to become the East Coast's premier two-year college, the rebranding initiative seeks to distinguish Richard Bland from other higher education alternatives and a significant list of enhancements that have been launched in recent months, including:

- Membership in the National Junior College Athletic Association
- The addition of track and field, soccer, softball and cross country to its athletic offerings
- The launch of a study abroad program as part of the Global Education Skills Alliance
- An Online Language Institute offering over 70 languages
- Partnership with Southside Regional Medical Center to offer medical services and hands-on training for students
- An Honors Program with the opportunity for students to co-enroll in up to five classes at William & Mary
- Expanded residential capacity

Richard Bland College engaged Madison+Main in March and updated the previous Richard Bland College logo, a green stamp with a tree flourishing in the center to include a shield and the college's new designated typography. The college's previous tagline "Explore. Prepare. Grow." was replaced with "Create Your Journey." in order to emphasize Richard Bland's unique educational mission.

"It's been a lot of work, but we're thrilled with the end result and we're so grateful for the opportunity to work with such a forward-thinking group of folks," said David Saunders, President and Chief Idea Officer at Madison+Main. "We think they have a logo, image and messaging that is fitting of the Commonwealth's premier two-year college,"

"More than ever before, families in the Commonwealth are demanding a solid return on their higher education investment, and thanks to our friends at Madison+Main, Virginia families will be aware of Richard Bland College and its unparalleled value proposition," said Dr. Debbie Sydow, President of Richard Bland College.

To see examples of Richard Bland College's new brand identity, visit their newly launched website (rbc.edu).

Madison+Main Designs Bold New Brand for Richard Bland College

Written by Australian Business

About Madison+Main

Madison+Main is an integrated communications agency that provides creative marketing solutions for emerging companies. Founded in 2005, our firm is a full-service provider of advertising, marketing and public relations services for bold, forward-thinking companies and non-profits. The agency has extensive experience in Retail, Financial, Healthcare, Education and Sports Marketing. Clients include Capital Ale House, the Colonial Athletic Association, CowanGates, First Bank, MS Society, Rainbow Station, Richmond Alarm Company, Virginia Women's Center, Virginia Wineries Association, Yard Works and many others. The award-winning advertising, marketing and PR firm is based in Richmond, Virginia, with additional offices in Blacksburg, Virginia and El Paso, Texas. MadisonMain.com