



Step Forward



Since 1965, NorQuest College has gained tremendous respect for the support we give to students of all backgrounds and all walks of life.

We will continue to do this because our students make us what we are. They make us unique...



... uniquely able to deliver to the increasing demands of our economy

... uniquely able to shape the future of our province and

... uniquely able to **maximize the potential that others don't see.**

We do this by being

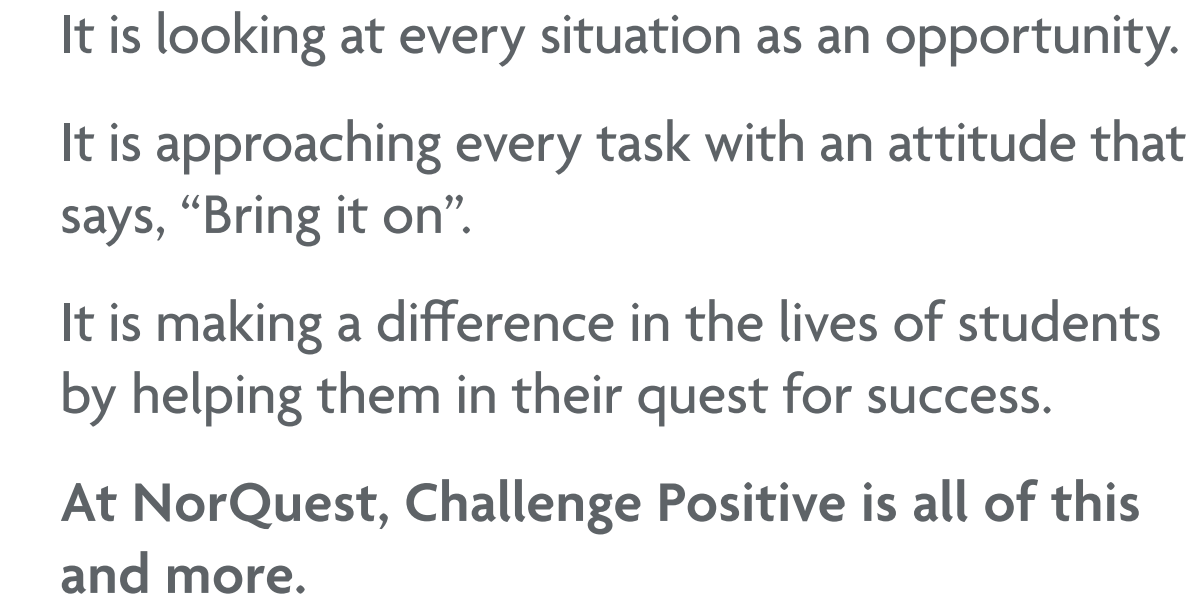
CHALLENGE **POSITIVE**

in everything we do.

This is the essence
of who we are.

What does
it mean to be
Challenge Positive?





Images from brand collages created during brand stakeholder consultations.

Being Challenge Positive
means we will

STEP FORWARD

embrace change,
run with challenges,
and succeed,

no matter what
is thrown in front of us
or how we get there.





We know
our role is to
be the **catalyst**
for students
and employers.

Doing this well
helps guarantee
a strong future
for our
communities
and Alberta as
a whole.



Each student is unique.
We embrace this knowing
you have to be different
to make a difference.

**What do students need
from us to succeed?**

We need to be:

INCLUSIVE

We have a multicultural student body. They need us to be understanding in our entrance policies, and diverse in our teaching methods and management. We will accept and welcome everyone and make them feel part of NorQuest College. We will be inclusive.

STUDENT-CENTRED

Students must be the centre of our focus for us to remain relevant. We need to do everything we can to serve them in the best way possible. We do this in a way that is not maternal or patronizing, but that shows students they are valued and respected. We will be student-centred.

RELEVANT and NECESSARY

Understanding and fostering the critical relationship between students and employers will enable us to fulfil the important needs of our community. Doing this well means we will remain relevant and necessary.

CATALYZING

Success is in our students' futures, but they need help realizing it. We help unlock their potential and guide them to a better future. We will be catalyzing.

EXCITING

Our world is changing rapidly – socially, academically and economically. Our students, potential students and employers need us to change too. We will change in a way that is inspiring and exciting.

CONFIDENT

We know we provide an important service to students and the Edmonton community as a whole. We need to be proud of our role and our history. We need to be confident and maximize our potential, just as we maximize the potential of our students.

PROGRESSIVE

Our students need an education they can depend on today, tomorrow, and in the future. Their qualifications must be met with respect and carry a reputation of quality. Our teaching needs to remain relevant, advance with the times and stay respected by all. We will be progressive.

PROFESSIONAL

With student-centred policies and processes, learners will have a positive experience at NorQuest College from the day they enter our doors to when they become alumni. Students will be assured in the knowledge they are receiving the right information at the right time from faculty and staff. Our reputation for respectful and excellent service in all that we do will continue to grow. We will be professional.

OUR ATTRIBUTES

Inclusive
Student-centred
Relevant and Necessary
Catalyzing
Exciting
Confident
Progressive
Professional

OUR PROMISE

Maximizing opportunities
that others don't see

OUR ESSENCE

Challenge Positive



OUR LOGO



The new NorQuest College brand mark is made of simple shapes, forming a contemporary version of a traditional crest. In both form and concept, it reflects the inherent qualities of the College. It reminds us the individual student is the centre of our focus (circle/person), of our potential to stimulate growth and learning (leaves/book), and to go confidently in the direction of our dreams (white star).

The colourful shapes convey inclusiveness on many levels: cultural, ethnic and the diverse harmony of our academic goals. The warm colour palette is positive and optimistic.

It is distinctive, memorable and timeless.

WE ARE NORQUEST COLLEGE

Our new brand captures the essence of NorQuest College. It honours our history, celebrates our achievements and envisions our future. It reflects our unique role in Alberta post-secondary education and emphasizes the importance and diversity of our students.

At NorQuest College, we help students unlock their potential and realize their dreams.

We are Challenge Positive and look at every situation as an opportunity. We maximize opportunities that others don't see.

Take a Step Forward with us. Together, we can build and sustain a strong province for future generations.

A handwritten signature in black ink, reading "Jodi L. Abbott".

Dr. Jodi L. Abbott, ICD.D
President and CEO, NorQuest College



www.norquest.ca

