



## First-Generation College Celebration New Logo

In 2017, the [Council for Opportunity in Education](#) (COE) and the [Center for First-generation Student Success](#) (Center) launched the inaugural First-Generation College Celebration! Given the Celebration's continued success and growing support, COE and the Center partner to make this celebration an annual event.

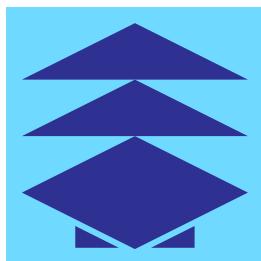
To recognize the importance and scale of this national event and establish a logo representative of the diverse celebrations held each year, COE and the Center commissioned a redesign of the event logo. This new branding takes into account the intersectional identities of first-generation college students and the vast array of institutions, corporations, non-profits, and foundations engaging in celebrations. Experiences of the first-generation college student identity extend beyond the academic career and shape post-completion, professional endeavors, and community engagement. Continuing to celebrate and raise awareness of the identities and accomplishments of first-generation college students and graduates is imperative as it contributes to generational progress, economic mobility, civic engagement, and more.

The new logo features four elements – Celebration, Broad Perspectives, Growth, and New Heights – which capture the First-Generation College Celebration experience for first-generation college students, graduates, allies, and advocates.

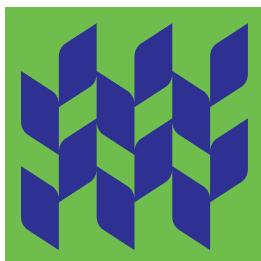




CELEBRATION



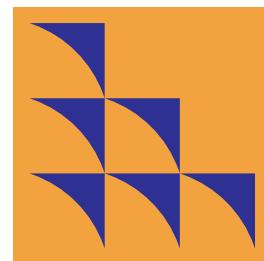
GROWTH



BROAD  
PERSPECTIVES



NEW HEIGHTS



- **Celebration** depicts a graduation cap being tossed upward, which connects to the elevation of first-generation college students and their communities.
- **Growth** expresses development and fluidity by evoking the color and form of a series of stems with leaves. This icon harnesses the evolution of personal and professional advancement and highlights the lifelong presence of the first-gen identity in a person's experience.
- **Broad Perspectives** depicts a round window or globe, which is symbolic of the diverse and intersectional first-generation college student and graduate identities.
- **New Heights** portrays a staircase, which connects to mobility and workforce entry, and also ties to the abiding nature of the first-generation college student and graduate identity.

Those interested in retrieving variations of the logo can access the Media Kit located on the [First-Generation College Celebration page](#).

We encourage higher education institutions, elementary and secondary education institutions, non-profit organizations, and corporations to begin and continue hosting annual celebrations. We are particularly excited to elevate the celebratory efforts of community and technical colleges and Minority-Serving Institutions (MSIs), as these institutions serve and graduate a significant proportion of first-generation students. For more information and resources, visit the [First-Generation College Celebration page](#).

Let's continue to move #FirstgenForward by participating in #CelebrateFirstGen on November 8. Be sure to follow COE on [Twitter](#), [Facebook](#), and [LinkedIn](#) and the Center (@FirstgenCenter) on [Twitter](#), [Facebook](#), and [LinkedIn](#).