

ACI Launches New Logo, Instagram Page

Sept. 1, 2021



You may have noticed something new in our communications this summer and in this edition of ACI Reporter: our new logo. This is the first remake of our organization's logo for at least a decade and perhaps longer.

The new design emphasizes the ACI acronym, familiar to most people who know our organization. We also kept the familiar orange color in the circle design, which we revised to include the state image of Illinois.

ACI's new logo was designed by Walter Freeman, owner and creative director, [ef Design Group](#), Chicago.

Also new: Follow us on Instagram



ACI's Instagram page can be found by clicking the Instagram icon on ACI's website in the top right corner. [/caption]

There has been a significant decrease in new Facebook profiles for Generation Z and beyond as teens and young adults flock to TikTok and other social sites, such as Instagram. [ACI recently joined Instagram](#), a social media platform that connects users, called followers, to

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businesses, celebrities and friends through photos and short videos. A member since early July, ACI intends to

use this app as a way of increasing visibility among students, schools and supporters to help reinforce messaging about programming, events and other ACI news.

Currently, the content on the ACI page consists of short videos, called Reels, that captures the essence of some of our campuses during our recent site visits as well as general information about available financial assistance and programs. Be sure to follow our Instagram page [@associatedcollegeofillinois](#) as well as our other social media channels: [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).