

The Making of the Counselors Academy Brand

Counselors Academy officials also unveiled the Professional Interest Section's new corporate identity during the Spring Conference in Vancouver, British Columbia.

"The new Counselors Academy brand has been shaped by hundreds of our members over the past two years," says Counselors Secretary/Treasurer Christine A. Boehlke, founder and CEO, Connecting Point Communications in San Francisco.

How is the new corporate identity going to help refine the focus of the Counselors Academy?

"A brand is a way an organization behaves. We believe that we have learned a lot about what our organization wants from us," Boehlke says. "Now we're turning inward and asking how we can deliver on that. We are taking a look at the quality of our own offerings and how much they are still in line with what our members want. We learned that the Spring Conference is No. 1 in people's minds. However, everything else they receive from the Counselors Academy is almost like a virtual conference of sorts. We hope to continually push best practices out through our Web site and reach a broader part of the profession."

Working on a pro-bono basis, branding company Enterprise IG helped lead the process. Says Boehlke: "They have created a logo that we are all completely in love with."