

# Community College of Philadelphia (CCP)

## Overview

To support its 2024 institutional rebrand, Community College of Philadelphia partnered with AO Swag to create a centralized, brand-accurate online merchandise store. The result was a curated shopping experience aligned with the college's visual identity and operational needs.

## Challenges

Before AO Swag, ordering was slow, manual, and inconsistent. Purchasing had to source items individually, brand compliance was difficult to control, and the swag available on campus lacked quality, which meant students and staff rarely wore it.

## Objectives

CCP needed a simple, centralized way to order apparel and promotional items, reinforce brand standards, lighten the load on purchasing, and offer higher-quality, on-brand gear that the campus would be proud to wear.

## AO Swag Solution

AO Swag built a fully branded storefront with approved colors, logos, and decoration options already applied. The store gave users clear visibility into price, quality, and design, while AO's dedicated account manager handled custom orders and ensured strict brand compliance.

With all decoration done in-house, sampling became quick and accurate, allowing CCP to maintain tight control over embroidery, color, and layout.

## Results

Purchasing gained back hours each week as sourcing and quoting were eliminated. Faculty and staff quickly adopted the store, and brand consistency improved across campus. The upgrade boosted pride in the new identity, evident during the brand launch, when 2,000 shirts were distributed and worn widely.

The swag store and its standout varsity jacket went on to win two district-level Medallion Awards and were submitted for national recognition.

“AO made it easy and affordable for us to have a fully branded swag store that our employees love. The quality, collaboration, and customer service have been exceptional. It's been smooth sailing from day one.”

— Community College of Philadelphia - Eve Markman, Assistant Vice President, Brand Management and Operations



**2** NCMPPR  
Medallion Awards  
(Gold + Bronze)

Significant time savings  
for purchasing and  
marketing

**2,000**  
branded shirts worn  
campus-wide at launch

Dramatic improvement  
in brand consistency

Your One-Stop Swag Partner

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