**Abstract**

The purpose of this project is to create an effective brand for Cortex. Creative branding will enable recognition, and ultimately employment, of the organization beyond its current scope. Formed relatively recently, Cortex functions on a nationally unprecedented model that needs clear presentation and publicity to reach its full potential. My goal is to establish a clear identity for the organization and provide its leaders with the materials they need to successfully market their ideas. The elements I develop are meant to underpin the growth of Cortex – as creative publicity and clear branding will open doors for the organization’s future initiatives. Furthermore, this project paves the way for future interdisciplinary collaboration between the business, public relations, design, and computer science departments. Cortex itself focuses on the coupling of two political science and math professors – the project I propose lays the foundation for media and business students to support Cortex going forward. It plots an innovative, interdisciplinary design project and establishes marketing research for subsequent projects. In addition, Cortex itself is being hailed a fall for academic involvement in community problems.

**Scholarly Rationale**

The intent of this project is to make an effective brand for Cortex. Creative branding will enable recognition, and ultimately employment, of the organization beyond its current scope. Formed relatively recently, Cortex functions on a nationally unprecedented model that needs clear presentation and publicity to reach its full potential. My goal is to establish a clear identity for the organization and provide its leaders with the materials they need to successfully market their ideas. The elements I develop are meant to underpin the growth of Cortex – as creative publicity and clear branding will open doors for the organization’s future initiatives. Furthermore, this project paves the way for future interdisciplinary collaboration between the business, public relations, design, and computer science departments. Cortex itself focuses on the coupling of two political science and math professors – the project I propose lays the foundation for media and business students to support Cortex going forward. It plots an innovative, interdisciplinary design project and establishes marketing research for subsequent projects. In addition, Cortex itself is being hailed a fall for academic involvement in community problems.

**Future Work**

Based on the results of research used to empathize with students, faculty, and faculty and所以我 will construct a true brand for Cortex – demonstrating why the organization is essential and its primary concern with scientific endeavors. The brand will include a new logo, document design, branding guide, descriptive materials, and mission statement. The final piece of the brand will include an effective social media presence and public relations materials for Cortex’s leaders to use in the future. At the conclusion of the design phase of this project, I will conduct another focus group to assess student and faculty response to Cortex’s innovative brand.

**Focus Groups**

Conducting a focus group provided greater insight into audience preferences concerning creative branding and social media presence. Eight students with majors spanning from sciences to the arts answered questions about the concepts they associate with experiential learning and community. They assessed color palettes, font choices, and shapes that may be used in Cortex’s brand design.

The focus group was shown the current Cortex logo, graphic, and mission statement – all eight students agreed the current brand indicated that the organization was primarily concerned with scientific research projects, even though the organization is intended to provide experiential learning opportunities in a diverse range of fields. Most participants agreed that the color palettes with a pop of color (numbers 1 and 4) seemed less boring and professional. They also noted that the fonts with serifs (Options 2 and 3) seemed less boring and professional. They also noted that the fonts with serifs (Options 2 and 3) seemed less boring and professional.

Conducting a focus group with students who had not previously interacted with the organization was essential. Indeed, the survey’s results exposed faculty’s willingness to oversee experiential learning projects without financial compensation – many respondents specifically that they view these opportunities as an inherent part of their job description.