



FOR IMMEDIATE RELEASE

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**LIMPUS COMMUNICATIONS PARTNERS WITH CREATIVE CONSORTIUM TO  
RE-BRAND COLUMBIA STATE COMMUNITY COLLEGE**

**FRANKLIN, Tenn., (December 3, 2014)** – [Limpus Communications](#) will join with two other Williamson County marketing communications firms to re-brand Columbia State Community College, it was announced today. The trio of agencies successfully rebranded the Williamson County Chamber of Commerce as Williamson, Inc. in 2013.

The assignment is to identify and develop a new brand image for the College and its athletic programs. It will include both creative and messaging.

"This project will have us build on the collective experience we three firms have in helping both schools and businesses rebrand themselves for an increasingly crowded marketplace," said [Frank Limpus](#), principal, Limpus Communications. "Between us, we've helped colleges and universities such as Belmont University, The University of Tennessee at Martin and Middle Tennessee State University -- not to mention businesses of all types and sizes -- launch or update their brands and athletic face to remain competitive and grow. We look forward to bringing our expertise to the table to help Columbia State. This should be an exciting project."

The endeavor will re-unite Limpus Communications with two other firms that have previously partnered on various phases of both branding and marketing communications projects. [DNA Creative Marketing](#) is a creative boutique that serves a variety of local and international brand clients. [Wheelhouse Marketing Advisors](#) is a solutions-based advisory firm focused on project management, branding and strategy.

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The state of Tennessee's first community college, [Columbia State](#) now serves close to 10,000 students per year in credit and continuing education courses and awards more than \$10 million in financial aid. Five academic divisions offer students more than 50 programs of study and the opportunity to earn a certificate, associate of arts (A.A), associate of science (A.S.) or associate of applied science degree (A.A.S.).

In addition to the Columbia campus, the college has campuses in Franklin, Lawrenceburg, Lewisburg, and Clifton, Tennessee and seeks to enhance the lives of citizens and the communities of southern middle Tennessee through teaching, learning and student success.

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**About Limpus Communications**

*Limpus Communications is a marketing communications consultancy that helps companies, organizations and individuals communicate effectively about themselves, their products, their services or their ideas. With more than 25 years experience, clients have included companies in healthcare, banking, financial services, automotive, consumer products, economic development, higher education, professional services, fundraising and advertising. [www.limpuscommunications.com](http://www.limpuscommunications.com)*

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