

Office of the Chancellor

From: Office of the Chancellor
Sent: Thursday, May 2, 2019 4:13 PM
Subject: A New Look for a New Era

Fellow Pacers,

I am thrilled to reveal our long awaited new visual identity!



This is the result of a collaboration among faculty, staff and students who shared their perspectives with Ologie, a highly respected design agency specializing in higher education marketing.

This new visual brand goes a long way toward helping us identify ourselves as an university within the system and thus, it is an integral part of one objective articulated in our new strategic plan, *Leading Forward*, which is to develop brand recognition and distinction.

This new visual identity, or logo, builds on our unique culture here -- both at the university and within the greater community. It is also more reflective of our region in the state. This new logo complements our athletic marketing mark, which will not change at this time.

Soon, James Raby, director of communication and marketing, will share specifics on how to use this new logo and where you can access it. Please look for an e-mail from him which outlines details.

This has been a methodical journey, involving many individuals from across our university. Last fall, Ologie visited campus to conduct interviews and discussion groups with key stakeholders including leadership, staff, and students, to explore the history, values, and future vision of the university.

Following the extensive discovery phase, Ologie worked closely with a core team from the university (consisting of four faculty/staff members and three students) to develop visual identity concepts for USC Aiken. We were initially presented with 10 options, which were narrowed down to two concepts. Design professionals helped us select the final version based on how it reproduced on clothing, hats, paper, and signage. I believe the visual identity does everything we hoped for by emphasizing our unique institution within our system, Aiken, and a reference to our mascot.

I am deeply grateful to James Raby who coordinated this effort on campus and to all those who participated in any phase of this important process. I appreciate your insights and tenacity as we worked through the process. Good work!

It is my hope that all of you will enthusiastically share the logo with your students and stakeholders so, together, we can enhance our brand recognition and loyalty.

Stand by for details and additional information from James.

This is a big moment, perhaps as big as when we “retired the dash.”

All the best,

Sandra Jordan
Chancellor