

Marking HISTORY

New logo
symbolizes
proud past,
anticipates
bright future

By Wes Sumner

A new University logo and its variations were unveiled during Homecoming 2005 festivities. Replacing the “Georgia Southwestern State University” stylized text, which previously served as the institutional identity mark, is a blue and gold logo that features an artistic representation of the Wheatley Administration Building dome, the campus’ most recognizable landmark.



"...this logo ... is a wonderful way to herald the next century of our University's life."

—Angelia Moore, Ed.D.
Centennial Planning Committee

In Use—Arthur Clark, assistant director of Physical Plant, displays the new logo on a University vehicle.



The first variation of the logo, known as the centennial version, features the celebration slogan "A Century of Achievement, A Future of Promise, 1906-2006" above the dome:



The second variation, or casual version of the logo, illustrates the Wheatley Administration Building in pen and ink style with the letters "GSW" in script:



"Our goal was to craft a more contemporary logo that would be easily identifiable with the University, and begin to tell the GSW story at a glance," said Cathy L. Rozmus, DSN, vice president for Academic Affairs and co-chair of the Marketing Work Group that led the effort. "Georgia Southwestern has served this community and this state for almost a century, offering its residents educational opportunities that otherwise would not have been available. We feel that this logo, grounded in its representation of the campus' most historic building, is a fitting tribute to that legacy of learning and leadership."

Variations of the logo were created to fit differing usage needs while consistently reflecting the

University's image, Rozmus said. The new logo will be used for letterhead, University advertising and other print needs. The centennial version will be used in connection with promotions for centennial year activities, while the casual version is more appropriate for merchandising items like book bags, caps and t-shirts, she said.

The University's circular seal, which resembles the State of Georgia seal and was often utilized in past printed materials, remains in effect, but will be reserved for more specific uses. Printed materials with the old logos will be phased out by Jan. 1, 2006.

Rozmus said the Marketing Work Group that developed the new logo was composed of representa-

tives from across campus departments, and worked throughout 2004 to address marketing needs of the institution. The team collaborated with Partners Marketing Group of Atlanta to draft a strategic marketing plan and design the new visual identity program.

"The implementation of this logo, with its artistic representation of the Wheatley Administration Building dome and its inclusion of our centennial theme, is a wonderful way to herald the next century of our University's life," said Angelia Moore, Ed.D., director of Graduate Studies and chair of the Centennial Planning Committee. "It will be the centennial symbol of our institution's proud past and vision for the future."

“We are very pleased to introduce this new visual identity program for our campus,” said President Michael L. Hanes, Ph.D. “A great deal of time, energy and careful consideration was invested in this effort. We look forward to utilizing these symbols to help us better tell the story of Georgia Southwestern.”

The Wheatley Administration Building, which inspired the new GSW logo, is currently undergoing a \$4.5 million historic restoration. Academic Hall was built on the site in 1907 but was destroyed by fire in 1915. Architect Crawford Wheatley, a member of the local board, supervised rebuilding on the same site. The current building, with its trademark rotunda, was completed in 1918 and is named in honor of Charles Huntington Wheatley, son of Crawford Wheatley, who died in 1991 and bequeathed 55 percent of his \$20 million-plus estate to the University. Planning began in Spring 2003 to renovate the building and restore its previous grandeur.

For more information on merchandise with the new logo, contact the GSW Bookstore at (229) 931-2366.

Check out the new GSW logo merchandise at the campus bookstore!

