

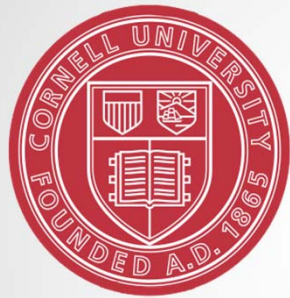
# **Design Roadmap for Visual Identity**

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Communication Group Meeting: June 23, 2011

# What's in a logo?

## Logo



Graphic  
Element

Cornell University

Wordmark



Yale

## First Recommendation:

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William & Mary should have one **logo** that includes:

- a historic graphic element
- a wordmark (“William & Mary” rendered in type)

# University logos with graphic & wordmark

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**Brown**

**Ohio State**

**University of Chicago**

**Princeton**

**Cornell**

**Rutgers**

**George Mason**

**Tulane**

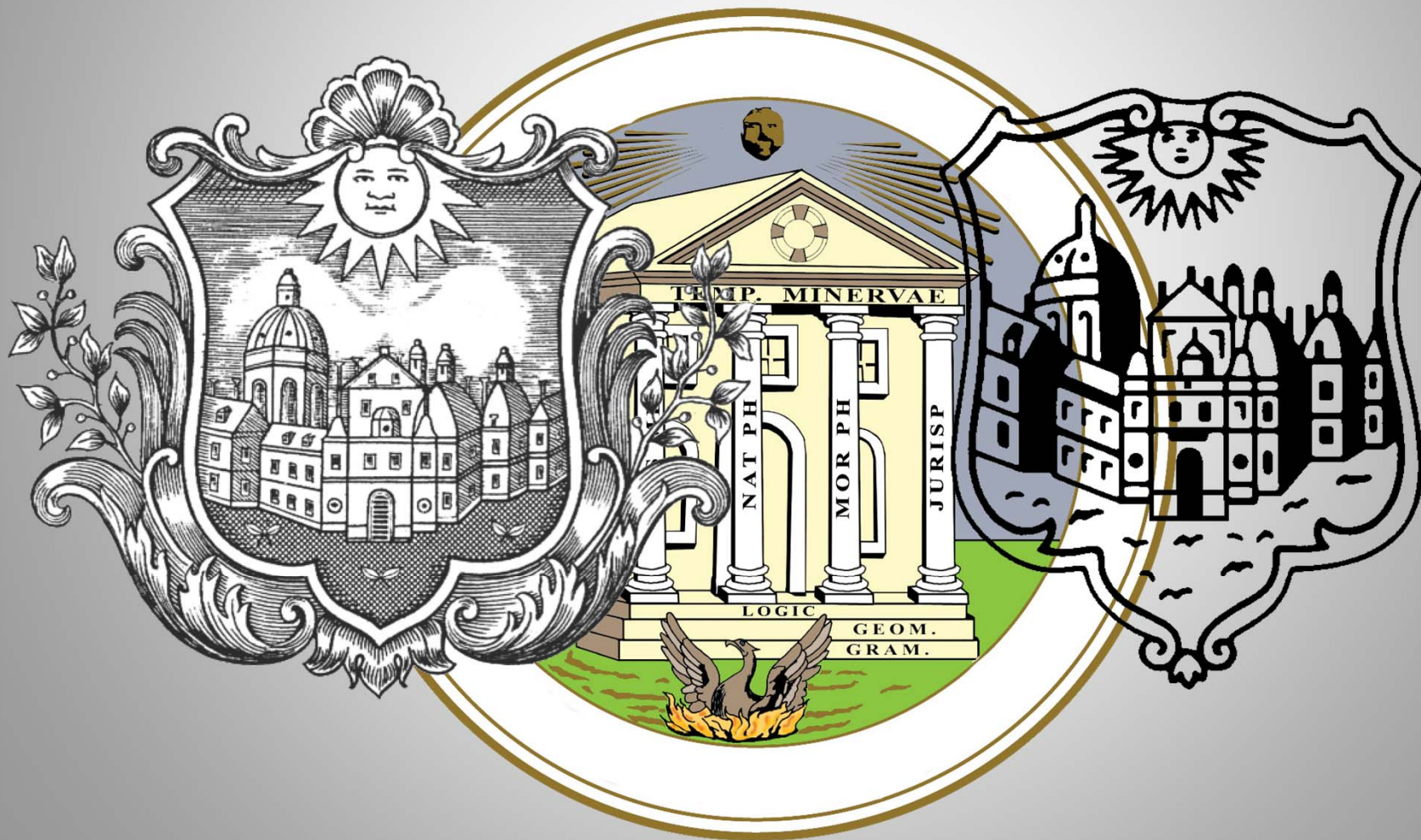
**Indiana University**

**University of Virginia**

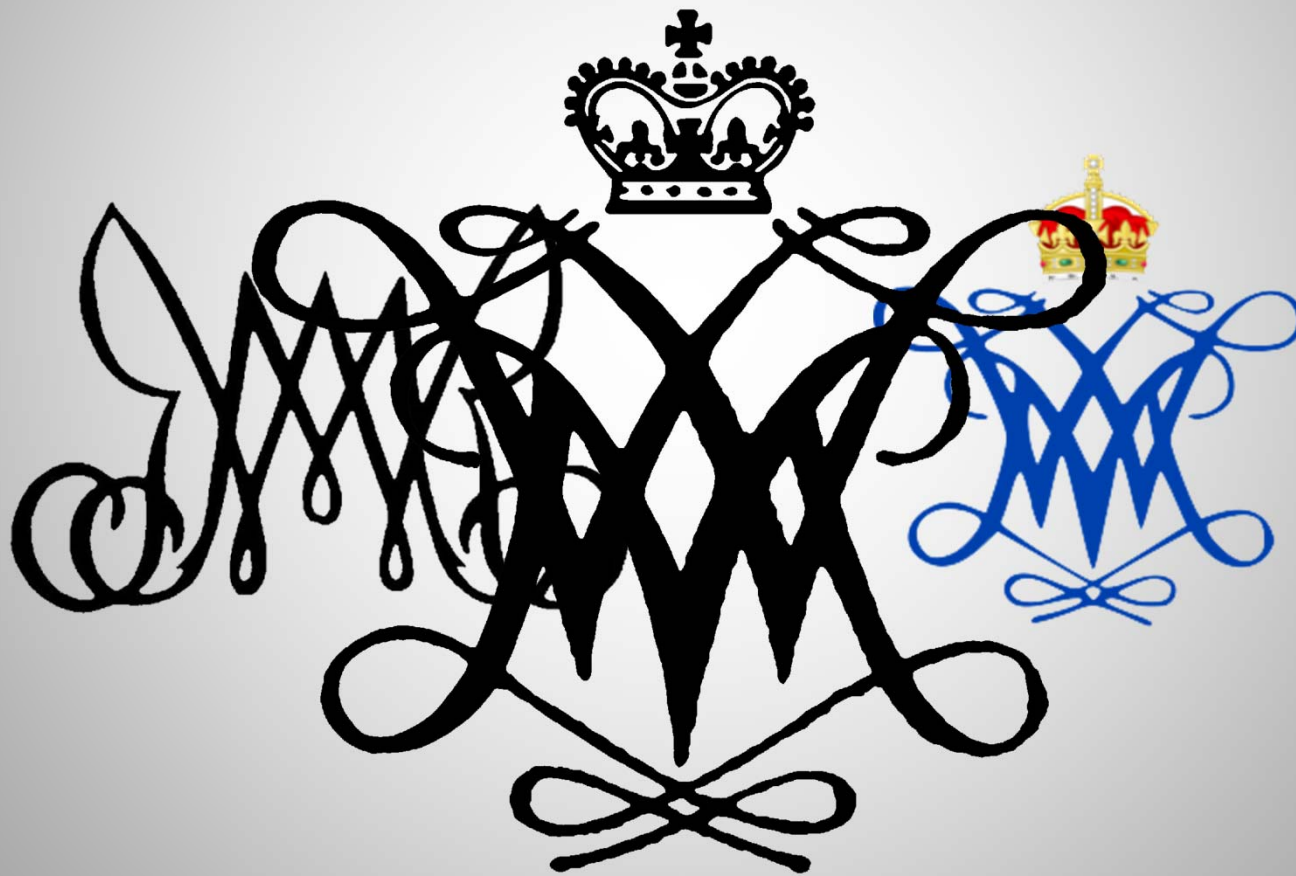
University of Miami

Yale

# Historic Graphic: Coat of Arms/Seal



# Historic Graphic: Cypher/Crest



## Second Recommendation:

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The cypher and coat of arms should be retained for use.

- one should be the graphic element in the unified logo
- one should be reserved for formal communication

This distinction should be made after additional research

# Universities with an official mark

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Brown

University of Chicago

Cornell

**George Mason**

**Indiana University**

**University of Miami**

**Ohio State**

Princeton

**Rutgers**

**Tulane**

University of Virginia

**Yale**



# Focus Group Results

## Words that describe W&M

**Academic Excellence: 54**

**Historic: 15**

**Prestigious: 6**

**Tradition: 5**

## Cypher

**Historic: 36**

**Majestic: 29**

**Prestigious: 28**

**Tradition: 20**

## Coat of Arms

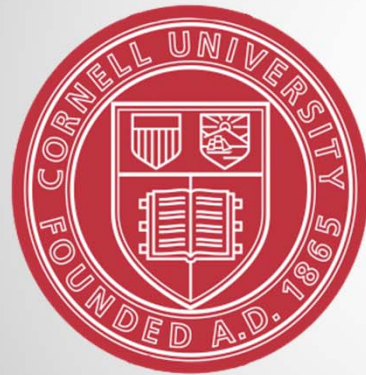
**Historic: 63**

**Tradition: 53**

# What's in a logo?

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## Logo



Graphic  
Element

Cornell University

Wordmark

## Wordmark

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The original College wordmark was viewed **28 million times** by **7.5 million visitors** to [wm.edu](http://wm.edu) last year.

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WILLIAM  
& MARY

WILLIAM & MARY

## Third Recommendation:

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Continue using the current wordmark, with the original ampersand

Revisit the wordmark when designing the unified William & Mary logo

WILLIAM  
& MARY

# Focus Group Results

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## Words that describe W&M

**Academic Excellence: 54**

**Historic: 15**

**Prestigious: 6**

**Tradition: 5**

## Wordmark

**Academic Excellence: 36**

**Modern: 30**

## Comments

**boring; plain**

# Recommendations

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- 1 A single logo (with graphic element & wordmark)

---
- 2 Retain seal & cypher (one for logo, one for formal)

---
- 3 Continue using current wordmark (revisit for logo)

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## Fourth Recommendation:

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Tribe logo and Griffin remain for all things athletic

A comprehensive style manual will include guidelines



Tribe



## Universities with an athletic logo

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**Brown**

**University of Chicago**

**Cornell**

**George Mason**

Indiana University

University of Miami

**Ohio State**

**Princeton**

**Rutgers**

**Tulane**

**University of Virginia**

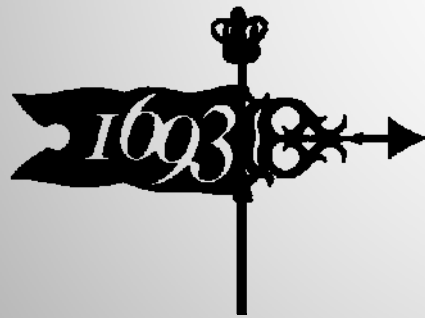
**Yale**



## Fifth Recommendation:

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Retain **acceptable marks** for merchandising, buildings, vehicles and decorative icons.



“W&M”

## Sixth Recommendation:

Retire marks of little historic significance to William & Mary. This includes (but isn't limited to) the marks below.



WILLIAM & MARY

WILLIAM  
& MARY



W&M W&M



# Recommendations

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- 1 A single logo (with graphic element & wordmark)
- 2 Retain seal & cypher (one for logo, one for formal)
- 3 Continue using current wordmark (revisit for logo)
- 4 Retain Tribe script & Griffin for athletics
- 5 Retain acceptable marks for flexibility
- 6 Retire marks of little historic significance to W&M

# **Design Roadmap for Visual Identity**

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Communication Group Meeting: June 23, 2011