WILLIAM & MARY

VISUAL IDENTITY
GRAPHIC RECOMMENDATION

Justin Schoonmaker | Chair, Design Subcommittee
SEAL VS. CYPHER
MUTUAL ADVANTAGES

Ownership

Date back to the 1690s

Recognized by our internal audiences as a W&M mark

Aesthetically pleasing
MUTUAL DISADVANTAGES

Limiting the use of either mark will likely upset some portion of our alumni base.

Significant investments/changes must take place to achieve meaningful implementation.
THE SEAL
DISTINCT ADVANTAGES
EASIER LOGO DESIGN

The seal’s existing “containment” as a graphical element pairs well with the wordmark
LOW INVESTMENT

The seal’s ubiquity across campus limits the need for investment in the physical space.

The needed investment is primarily digital and therefore inexpensive.
DISTINCT DISADVANTAGES
LACK OF INHERENT MESSAGING

The field, building and sun don’t communicate without an explanation.

The seal fails to draw attention to our greatest asset: our history.
LIMITED EXPOSURE

We communicate digitally with our largest audience

The seal is primarily used on signage and print publications; its digital use is very limited
INFLEXIBLE

The detail in the seal is lost when scaled to small sizes
NOT UNIQUE

Many colleges and universities have a seal

Inconsistent with our current core message: “There’s only one William & Mary”
GREATER NEGATIVE RESPONSE

Anecdotal feedback indicates a greater emotional attachment to the cypher among our constituencies

More kickback upon announcement and implementation
THE CYPHHER
DISTINCT ADVANTAGES
UNIQUENESS

No one else has a cypher

Reinforces our current core message: “There is only one William & Mary.”
AN INHERENT MESSAGE

The crown alludes to our history and status

The school initials are part of the graphic

W&M’s elegance is communicated
MASS EXPOSURE

The cypher sits on every William & Mary webpage

It has been viewed millions of times
VERSATILITY & FLEXIBILITY

The cypher looks good scaled up or down in size

It works well in a variety of applications

Has greater potential for stand-alone use
LIMITED NEGATIVE RESPONSE

Anecdotal feedback indicates a greater emotional attachment to the cypher among our constituencies

Less kickback upon announcement and implementation
DISTINCT DISADVANTAGES
The cypher will require a great investment in the school's physical space.

This decision will carry little impact if physical changes to the campus are delayed or neglected.
The cypher will require unique challenges in order to pair it with the wordmark.
OUR RECOMMENDATION
THE CYPHER
FUTURE OF THE SEAL
SPECIFIED USE

The seal will continue to live on, used in only very limited applications.

These applications will be explored and recommended as the project develops.
RECOMMENDATIONS
FORMAL DECLARATION

If the administration agrees and makes a formal declaration, things can progress in a steady and meaningful way.
ALLOT INVESTMENT FUNDS

In order to make this a meaningful and substantive move, we must invest in implementation.

Primary investment target: signage
APPLICATIONS

Approve the main committee to move on and compile a list of applications for the mark

Provide the Design Subcommittee with that list, in order of priority
DESIGN TIMELINE

Logo first: February 1

The Design Subcommittee will provide a proposed timeline for the development of the remainder of the marks and accompanying style guide.