

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 CYPHER

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

HIGHER INVESTMENT

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

CHALLENGING LOGO DESIGN

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.

