



Gonzaga University's Logo Receives Makeover

Twenty-five years after its introduction, Gonzaga University's logo has a new look. The refreshed mark, created by Anderson Mraz Design and launched in May, is the result of eighteen months of research, stakeholder input, and strategic thinking. AMD also provided GU with the 84-page *Visual Identity and Graphics Standards Guide*, a publication governing the new logo's usage across all media.

"Given Gonzaga's national prominence, we were pleased they chose to work with a local design firm," said CK Anderson, founding principal and creative director at AMD. "They could easily have chosen any of a number of out-of-market companies – that they selected AMD speaks volumes about Gonzaga's commitment to the Spokane community."

Chief among the criteria behind a refreshed Gonzaga University logo was the desire to maintain a strong connection to the school's tradition, history, and reputation. The spires of St. Aloysius Church – symbolizing GU's commitment to its Jesuit, Catholic, and humanistic principles – are presented as if viewed from just outside the main entrance of the Administration Building. Their reddish-brown color, evocative of the brickwork found on buildings across the campus, complements the familiar dark blue of the Gonzaga name. That name, unique among institutes of higher learning, becomes a focal point through a larger type treatment. Rendered in a clean, crisp, almost minimalist fashion, the refreshed logo offers unlimited flexibility for use in a broad range of applications.

"It's a delicate process to update an entity's logo – especially one of this nature," continued Anderson. "While the need for change seemed obvious, learning about GU's brand was paramount. They gave us great access to people within the GU community who shared with us the common threads of the Jesuit ideals, which in turn became the foundation of our design development."

"Refreshing a 25-year-old logo, steeped in tradition, can be a tremendous challenge," agreed Margot Stanfield, Vice President, University Relations. But, she added, "I was very impressed with the approach AMD took to seek the input of our many constituents to understand our mission and values, and ultimately to propose a design which was embraced by everyone."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.

