

Anderson University president James L. Edwards announced and unveiled a new Raven Athletic logo and monogram for the campus during chapel on Thursday at Reardon Auditorium.

The trademarked design was revealed for the first time to the faculty, staff and students during chapel/convocation. The new family of marks will serve as the official identification of the Anderson University Athletic program to media and outside vendors. In addition, the new logo and monogram will be used on all university publications, athletic uniforms and other apparel.

"It is my hope that once this process is done that it will be something not only used for athletics but for the entire university," Athletic Director Michael Zapolski said. "We now have a family of marks that can be used in a variety of ways, all of which will better define this university."

Several graduates of the AU graphic design program were invited to submit designs. Two finalists were determined and voted on by a selection committee comprised Edwards, Zapolski, head coaches from the 16 varsity sports teams, student representatives, representatives of Athletics and other university officials.

"When you choose a college, you choose a family, and you become a part of that family," said Edwards. "These new marks will give us an opportunity to have enduring symbols of those relationships."

The winning designs were produced and created by Ryan Noel, a 1999 graduate of Anderson University's graphic design program. The family of marks had overwhelming support throughout the voting process. Noel serves as senior graphic designer at 2Fold Design and Marketing, a division of Borshoff, Johnson and Matthews, in Indianapolis.

"My roots run so deeply at AU that it was just kind of a cool opportunity I couldn't pass up," said Noel. "It's nice to give back to this community."

Prior to development of the new marks, as many as ten different ravens have been displayed and circulated during Anderson University's history. The new trademarked logo and monogram will be phased into use during the 2003-2004 and 2004-2005 academic years.

"When you have several different marks, it fractures the university's image," said Tom Bruce, director of University Relations. "We determined that a plethora of images did not strengthen our recognition."

Anderson University is a four-year, private, Christian liberal arts institution of approximately 2,600 undergraduates and graduate students. Established in 1917 by the Church of God, the university offers more than 60 undergraduate majors and graduate programs in business, education, nursing and theology.