

Why do we need a new logo?

FGCU's new logo options are the result of a multi-step process that began with the recognition that our original logo does not stand up well against peer and aspirant institutions. While our "wings-up" logo initially served us well, it is important to note it was created in a pre-digital world. Today, we struggle to reproduce the logo in a clear manner, particularly through online, mobile and social media platforms. Attached you will see a graphic from the State University System that shows how our current design appears thin, indistinct and outdated compared with the bolder designs of our peers. Through the logo redesign, we have an opportunity to present a more mature image of FGCU to the world, fine-tune our brand architecture and develop accessibility standards for signage, which currently doesn't exist university-wide.



When did the process start?

July 2021.

How was Ologie selected?

FGCU posted an Invitation to Negotiate (ITN) to hire an agency to redesign the institutional logo, and 11 firms responded. Ologie, a nationally recognized marketing and branding firm specializing in the higher education space, was ultimately selected to be the university's partner in the development of a new logo.

How much was the contract with Ologie?

The contract with Ologie is for \$135,000.

Who was on the committee?

Working alongside Ologie throughout the redesign process was a 13-member committee of cross-campus stakeholders. Here is the committee roster:

Logo Core Team

- **Kitty Green**, Vice President of University Advancement
- **Alice Wheelwright**, Associate Vice President of University Marketing & Communications
- **Janeth Castrejon**, University Marketing & Communications Production Manager
- **Karen Feldman**, Director of University Marketing & Communications
- **Dave Anderson**, Associate Director of University Marketing & Communications
- **Maria Perez**, University Marketing & Communications Graphic Designer
- **Denise Da Silveira**, Associate Athletics Director
- **Sasha Minsky Ellis**, Director of Design, Branding, and Communications for Student Success & Enrollment Management
- **Maria Roca**, Ph.D., Director of Roots of Compassion & Kindness (ROCK) Center and Integrated Studies Professor
- **Casey Garcia**, Assistant Director of Business Services

Ad Hoc Members

- **Jeff Garner**, Assistant Vice President of University Marketing & Communications
- **Kyle McCurry**, Assistant Vice President of University Marketing & Communications

- **Cori Bright-Kerrigan**, Director of Adaptive Services

How did you engage the campus community in this process?

During the summer of 2021, the President's Cabinet reviewed and approved the redesign plan, enabling the process to move forward. Ologie was selected over 10 other firms through an Invitation to Negotiate (ITN), and the first several months of the process was focused on discovery, including reviewing documents and materials to identify FGCU logos.

In February 2022, Ologie conducted nine focus groups with more than 55 attendees (100 invited) from across disciplines, in the following groups:

- Logo committee - core team
- Cabinet
- Founding faculty and staff
- New faculty and staff
- Alumni board
- Current students (freshmen)
- Current students (juniors/seniors)
- Athletics
- Deans and school directors

On Monday, Feb. 28, an all-hands message was sent announcing the university hired Ologie to create a new institutional logo, wordmark and brand architecture that is modern and scalable. Ologie also reviewed peer institutions' wordmarks and logos.

On June 1, Ologie met with Cabinet to review the three options they created, and University Marketing & Communications was directed to put the options before the campus community via a survey. Instead of rolling out the survey during summer, the university selected a two-week period at the start of the fall term to collect stakeholder responses, ensuring that incoming and returning students and faculty would be on campus and available to participate. The logo survey was mentioned in President Mike Martin's Welcome Back memo and video, which went out the first week of classes, and all-hands emails solicited faculty, staff and students to participate throughout the two-week survey.

In addition to regular updates to Cabinet, representatives from University Marketing & Communications were invited to address the logo redesign process at the Staff Advisory Council (July 15, 2022) and the FGCU Board of Trustees (most recently on Sept. 8, 2022).

What was in the survey and how long was it open?

As part of the 5-minute survey, participants were asked to provide three words to describe each logo, as well as rank the graphics in order of preference. The survey was available Monday, Aug. 22, to Friday, Sept. 2. A report detailing the final results are attached.

Who makes the final decision?

Survey results will be presented to Cabinet on Thursday, Sept. 22, for a final decision.

What's next?

While most of the changes will be seen after winter break, a campus-wide logo launch party is scheduled Wednesday, Dec. 7. Also, University Marketing & Communications has put out an Invitation to Negotiate (ITN) to develop new signage standards for the university, which will ensure all signage for the university follows clear branding and accessibility standards.

How much will the rollout cost?

While this is still unknown, the university has dedicated \$1 million in carryover funds to change out signage for campus monuments, campus entry banners, building and door signs, as well as parking signs for faculty and staff.