

## FGCU Faculty Senate Statement on the 2022 University Logo Redesign Process

FGCU's Faculty Senate expresses disappointment with the recent university logo redesign process. While the intent to redesign the logo was decided in the summer of 2021, the announcement about a new logo was only made clear to the entire university community via an email in February 2022. In August, three new logo designs were shared with the university community via a survey and respondents were to rank the three new designs on which best represented FGCU. What was not captured by this survey was an opinion about whether the three new designs were better than the existing logo. Faculty Senate believes that had this question been asked of all stakeholders- staff, faculty, students, alumni, and SW Florida community – that a clearer picture of opinion regarding the new logo could be seen.

FGCU's Faculty Senate expresses the view that the new logo design does not meet the goals of presenting a 'more mature image' of the university (as stated in the Logo Q&A Document), since the existing logo has an authoritative, scholarly and formal appeal whereas the new logo that replaces it focuses more exclusively on an athletic branding.

Further, we are concerned about the amount of resources that will be committed to implementing the new logo. The cost of renovation of facilities, reprinting and repurchasing of inventory and supplies to implement the new university logo is unknown, but already, \$1 million of carryforward funds have been earmarked for this purpose in this fiscal year. This planned, but as of yet not initiated, expenditure comes at a time when our community deals with impact of one of the most damaging hurricanes in Florida's history.

Faculty Senate recommends that the new logo implementation be delayed in order to fully consider further feedback from the university community, alumni and surrounding SWFL community. We recommend that more detailed estimates of the cost of implementing a new logo be completed and communicated to the university, while reconsidering feedback in the form of FGCU community surveys that determine if the new logo design as approved by the President's Cabinet in September 2022 meets the goals of the redesign process in comparison to the existing logo.