



## **CSUCI to Unveil New Logos at Welcome to CI Event**

Camarillo, Calif., Aug. 19, 2009 - California State University Channel Islands will unveil its new logos at the annual Welcome to CI event scheduled for Sunday, Aug. 23 for incoming students and their families, faculty, and staff. The event will take place on the South Quad of the campus from 11:30 a.m. to 1 p.m.

Rebranding of the University's logos began a year ago with the idea of creating a formal logo for official University business and a CI logo for students, something with which they could have a life-long affinity.

"CSU Channel Islands has made significant strides the past seven years in building the campus and stellar academic programs. Branding that achievement was a priority for us this past year. However, in light of state budget challenges, we looked for cost-effective ways the University could re-brand itself as an innovative and forward thinking University and build upon our reputation of providing quality academic programs for our students," said President Richard R. Rush.

With the help of a Hollywood design firm, a solution was found. The formal logo was created by John Ridgway and his company Novocom located in Malibu, CA. Ridgway, who provided his design work pro-bono, has won 14 Emmys and branded Arizona State University, CBS, NBC, Face the Nation, Meet the Press, and Monday Night Football.

The University's new formal core logo is depicted by the CSU letters within a red circle and a gradient light, strengthening the campus' affiliation state-wide, nationally, and globally with the California State University system. The adjacent text 'Channel Islands' represents the regional identity of the campus.

"As the University has matured, we had a need to create a distinctive visual brand that represents a strong academic tradition while connecting with the national and global communities in which our students will live and work," stated Julia C. Wilson, Vice President for University Advancement.

The campus is being encouraged to deplete existing inventory of University stationery and business cards before ordering supplies with the new formal logo as well as phase in new campus signage over several years. Communication and marketing tools such as the University's Web site and future print or electronic collateral will include the new formal logo.

A design contest for a CI logo was held in the spring and was opened to all students and alums of the University. Over 100 designs were received and a committee of Art faculty, staff, and students from the University juried the submissions before recommending their top choices to the President. The selected informal logo design was created by 2007

alumna, Taylor Marta, who earned a degree in Studio Art and a certificate in Digital Media Art.

The CI logo was created to convey a familiar phrase heard among students - the CI Way. The playful dolphin mascot with the groundwork of positive academic and co-curricular experience is supported by the 'CI' initials.

Taylor Marta said, "I am overwhelmingly proud to have been a graduate of this school and I'm honored to have had my design chosen for the new informal logo. It is my hope that the logo will further inspire a strong sense of school spirit, unity, and a sense of community, all of which come to mind when I think of my own CI experience."

The campus bookstore will have available for sale apparel and souvenirs depicting the new CI logo.

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*CSU Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.*

*CSUCI Mission Statement*

*Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.*