

University of New Hampshire Introduces New Logo

Thursday, December 19, 2013



The University of New Hampshire introduced its much-anticipated new logo during a men's hockey game against Boston College Saturday, Dec. 7, 2013.

There was more blue and white than usual at the men's hockey game Saturday night. That's when UNH's new logo was officially unveiled. The new symbol was prominently displayed on the doors and the floor of the Whittemore Center, and on dozens of volunteers who wore T-shirts bearing the blue and white logo.

Shortly after the end of the first period, volunteers tossed some 5,000 T-shirts into the stands to the cheers of students and fans who clamored to be among the first to wear the new logo.

The design is the work of Chermayeff & Geismar & Haviv, the New York design firm responsible for creating the iconic logos for, among others, Mobil, PBS, and National Geographic.

Last spring, after the company introduced three design concepts, President Mark Huddleston convened a panel to consider comments from hundreds of university supporters who wanted a say in the development of a new identifying mark that will be used at UNH campuses in Durham, Concord and Manchester.

TRANSITION TIMELINE

DECEMBER 2013 NEW LOGO INTRODUCED.

JANUARY 2014 TRANSITION LOGO ON TOP-LEVEL UNH WEBSITES AND MAJOR UNIVERSITY-WIDE PUBLICATIONS.

FEBRUARY 2014 PUBLISH VISUAL IDENTITY GUIDE AND SPECIFICATIONS. LOGOS AVAILABLE FOR DOWNLOAD.

JULY 2014 THOMPSON HALL LOGO ELEVATED TO 'EMERITUS' STATUS, AFTER 15 YEARS OF DEVOTED SERVICE.

The result is a shield with the letters “NH” inside. In an email to faculty, staff, and students sent Dec. 7, Huddleston wrote, “The new blue and white logo takes the place of the old Thompson Hall clock tower design, which represented the University’s work in Durham so well for 15 years. Starting tonight, the new visual identity will convey even better the boldness and clarity of our wider statewide mission, and our growing reputation as a global innovator.”

The new UNH logo joins the Wildcat image that represents athletics and the university’s seal, which is reserved for formal documents such as diplomas and other ceremonial communications. The new visual identity will be phased in to digital, print, and environmental branding elements over the coming months. The artwork and timeline are available online at www.unh.edu/logo.

Limited edition T-shirts with the new UNH logo will be available through the [UNH Marketplace](#) beginning Dec. 16, 2013. Proceeds from these sales will benefit [Operation Hat Trick](#) a nonprofit that generates awareness, support, and funding for the recovery of America’s wounded warriors, both active service members and veterans.

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INNOVATION



University of New Hampshire

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