

University of Minnesota Morris Digital Well

University of Minnesota Morris Digital Well

Campus News Archive

Campus News, Newsletters, and Events

7-21-2011

New Cougar logo unveiled

University Relations

Follow this and additional works at: https://digitalcommons.morris.umn.edu/urel_news

Recommended Citation

University Relations, "New Cougar logo unveiled" (2011). *Campus News Archive*. 668.
https://digitalcommons.morris.umn.edu/urel_news/668

This News Article is brought to you for free and open access by the Campus News, Newsletters, and Events at University of Minnesota Morris Digital Well. It has been accepted for inclusion in Campus News Archive by an authorized administrator of University of Minnesota Morris Digital Well. For more information, please contact skulann@morris.umn.edu.

Contact

Melissa Weber, Director of Communications
Phone: 320-589-6414, weberm@morris.umn.edu

Jenna Ray, Editor/Writer
Phone: 320-589-6068, jrray@morris.umn.edu

New Cougar logo unveiled

Summary: The new graphic identity for Cougar athletics symbolizes progress and success in UMAC and NCAA.

(July 21, 2011)-A partnership between [Intercollegiate Athletics](#), the Office of Student Affairs, and University Relations has resulted in the creation of a renewed graphic identity for Cougar athletics. In consultation and in response to athletic staff, students, and administration, Kari Adams '03, University Relations graphic artist, created a series of images and marks that capture the spirit of Cougar athletics.

“Our new Cougar look is a visual symbol of our progress and success in the Upper Midwest Athletic Conference and the National Collegiate Athletic Association (NCAA) Division III,” reflects Sandra Olson Loy, vice chancellor for student affairs. “With our teams and athletes winning conference championships and advancing to national Division III competition, it represents Morris’s revitalized competitive edge, our talented and dedicated student-athletes, and the proud tradition of Cougar athletics.”

The newly implemented graphics feature a formidable cougar in gold and maroon with modern, stylized text fonts. Representing a record 380 student athletes in 17 varsity sports, the new logo communicates the personality of Cougar athletics well to broad, varied audiences. UMM sports fans will see the new Cougar image on the athletics website, in print publications, and on Cougar-wear in August 2011. Pounce, the Cougar mascot, is also expected to sport a new look during the fall sports season.

Through personal and academic discovery, the University of Minnesota, Morris provides opportunities for students to grow intellectually, engage in community, experience environmental stewardship and celebrate diversity. A renewable and sustainable educational experience, Morris prepares graduates for careers, for advanced degrees, for lifelong learning, for work world flexibility in the future, and for global citizenship. Learn more about Morris at morris.umn.edu or call 888-866-3382.