

# ULS Logo Development Initiative

## ULS Brand Development Task Force

To kickstart this initiative, a Brand Development Task Force was assembled, with members representing various ULS constituencies:

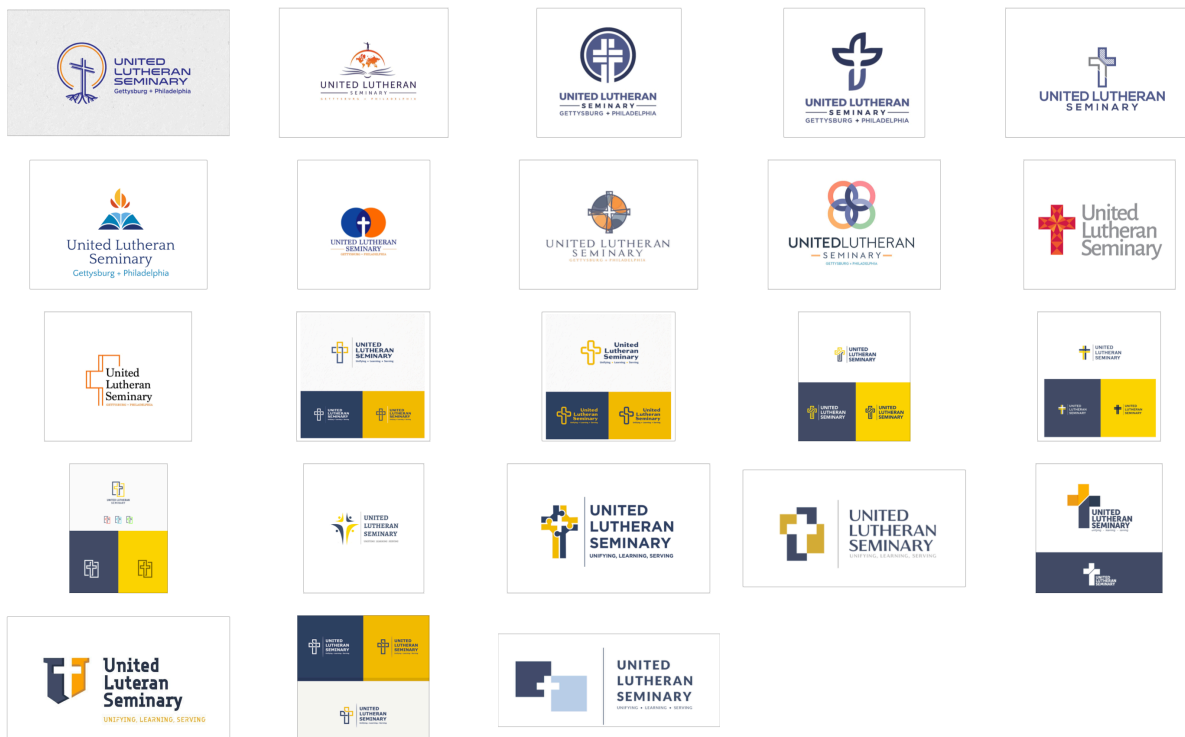
- Barry Hill - Chief Communications Officer
- Grainne Davies - Communications Assistant
- James Trent - Lead Designer
- Miranda Hammer - DL student
- Joel Davis - student, background in journalism and design
- Mark Vitalis Hoffman - faculty member
- Kristin Vought - ULS alumni, Philadelphia
- Tim Rosenberger - alumni, Gettysburg
- William Diehm - alumni, Gettysburg

The Brand Development Task Force has met throughout this process and has provided guidance and input on creative direction and concept development.

## Process & Research

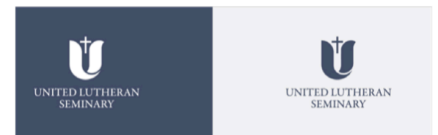
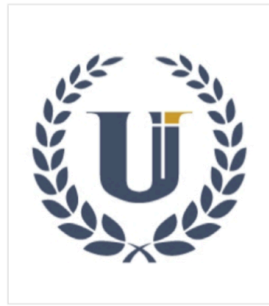
### Phase I

To begin the brainstorming process for developing a new logo, we commissioned dozens of various designs to help us generate ideas initially. We received over 200 unique designs. Shown here are several of these initial concepts.



## Phase II

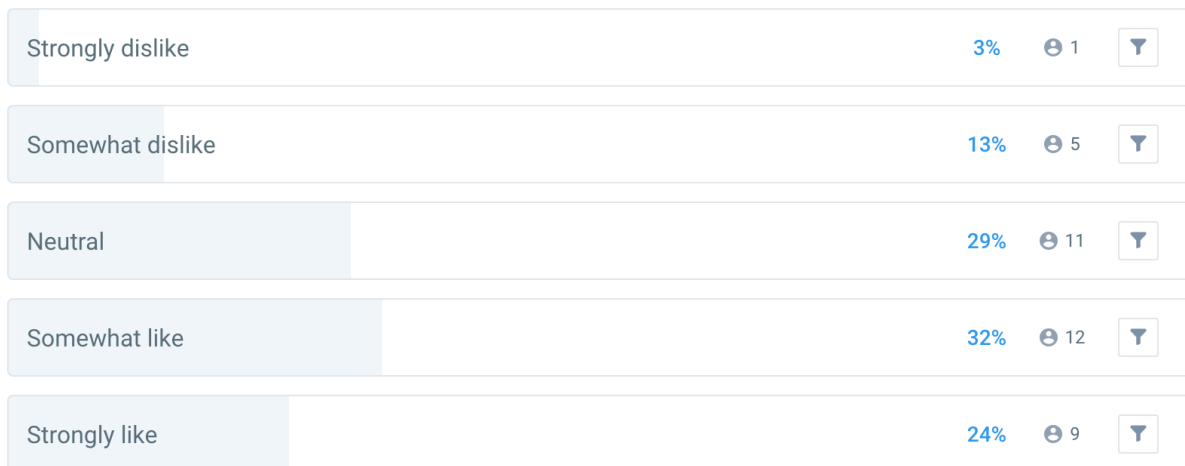
After receiving these initial concepts and positive feedback, we also asked designers for several variations of a concept based loosely on a “U,” or the idea of “United” - both the unification of two campuses, and being united in Christ.



## Phase III

We then ran internal market research testing. We recruited people using random samples of various ULS constituency groups: students, faculty, staff, and alumni.

### Design #1



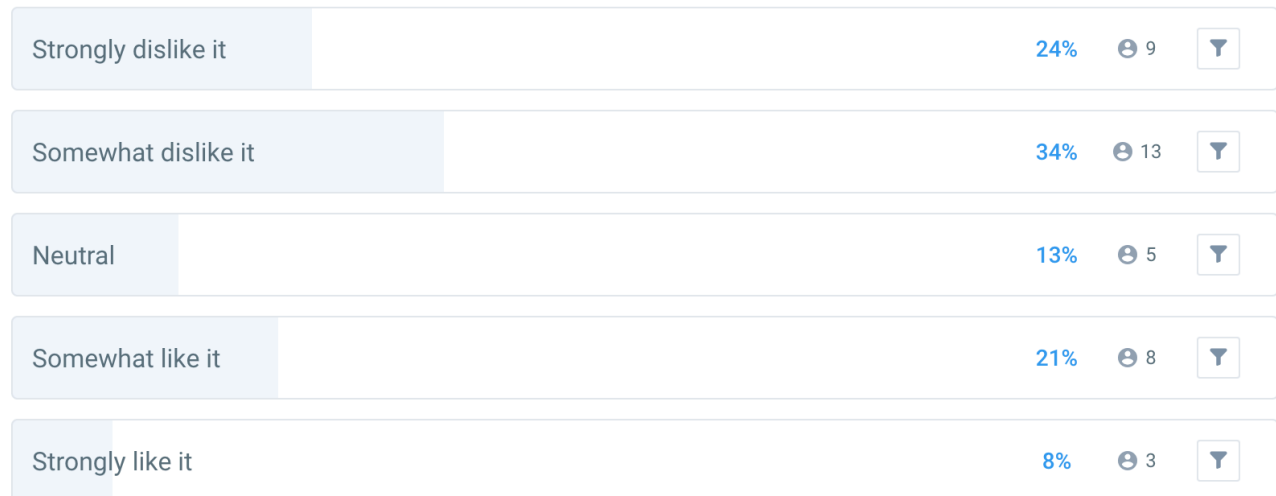
#### Design #1 - Key feedback:

- “the U leads to the cross, rather than the other way around, as (I think) it ought to be.”
- “I would appreciate a more modern look and feel”
- “Colors are not engaging”
- “bolder colors; my sense is that they did not stand out, and I'm not sure that the tones of the blue and yellow went well together”

## Design #2



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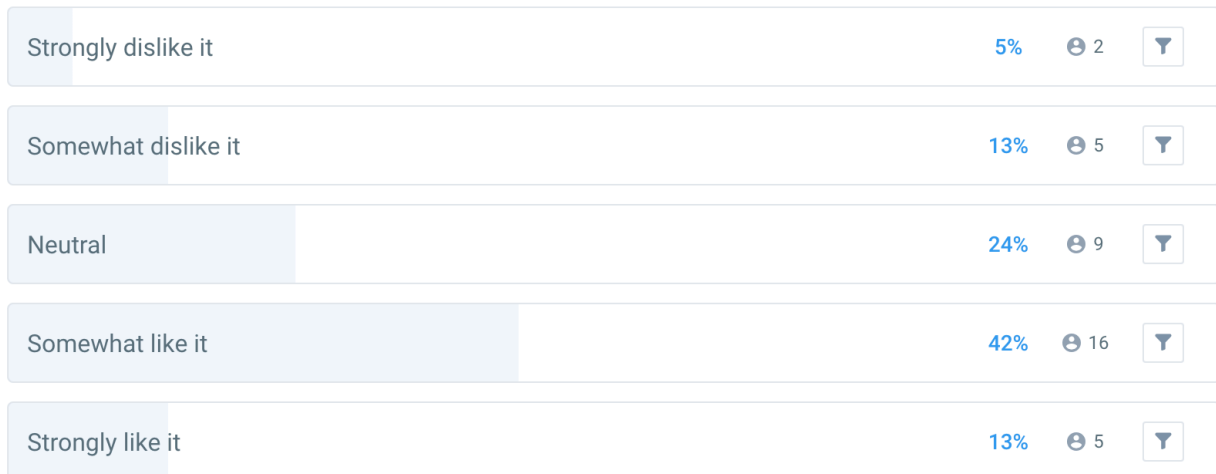
### Design #2 - Key feedback:

- “looks more traditional / old-fashioned; more typical college logo”
- “Something more modern, less collegiate, emphasize the cross more than the u.”
- “This looks like a stock college logo, especially with the font of the “U”.

### Design #3



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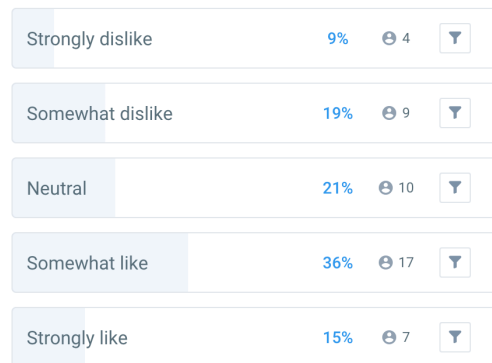
#### Design #3 - key feedback:

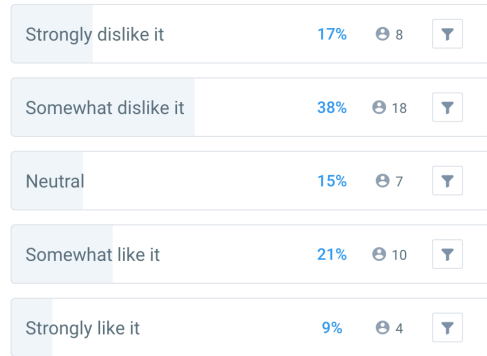
- “positive, a bit of a sense of a dove, as w/ first logo, not sure about the color tones; logo seems a bit ‘heavy’”
- “Again - I do not like the mustard yellow with the blue.”
- “Better than the last one. Combo of traditional look with movement and balance of color in u which looks like moving to unity in diversity.”

## Phase IV

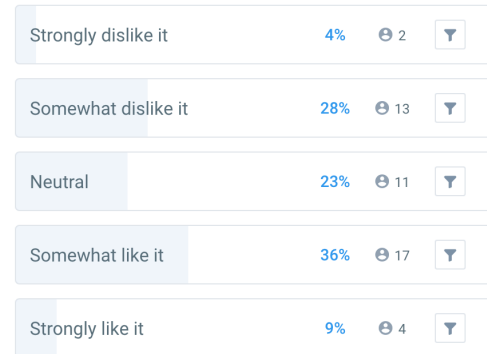
After receiving this feedback, it was clear that U designs #1 and #3 were the highest rated. Thus, we incorporated the feedback we received in this round of research, and ran another market test.

This test included the two revised U concepts as well as four of the top non-U concepts, as chosen by the Brand Development Task Force. The objective of this survey was to determine whether a U or non-U design would be received more favorably.





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## At the end of the survey, we asked participants to pick their favorite of the six.

Out of the 6 designs you've seen, which would you choose?



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	Screen Shot 2018-09-13 at 2.42.30 PM.png	1m 33.2s	9%	4	
	Screen Shot 2018-09-15 at 10.00.29 AM.png	37.2s	13%	6	
	logo-118.jpg	22.6s	4%	2	
	Screen Shot 2018-09-15 at 10.10.54 AM.png	42.1s	40%	19	
	Screen Shot 2018-09-15 at 10.10.58 AM.png	45.4s	19%	9	

- Currently, design #5 is in the lead. While both U designs have similar percentages of Like and Strongly Like votes (see pages 6-7), when asked to choose their favorite, 40% of people picked the orange U - the highest percentage by far. Both U designs received positive overall feedback, but the research here indicates that the orange U design is preferred. The Brand Development Task Force echoed this sentiment.

## Phase V

Our next steps

- Present our findings to the President's Cabinet for review
- Create multiple variations of the chosen design (orange U)
- Test color palettes and fonts with the chosen design (different colors besides orange; serif and sans-serif fonts)
- Build an initial version of the brand guide including all variations of wordmark, logo, color palette, and typography styles.
- Develop a brand release plan for releasing the new brand to the ULS community.