Identity, Image and Identification:
The Story Behind Georgia Tech's New Logo

The identity of a university hinges on its mission statement, vision statement, strategic plan, values, academic reputation, student services and hundreds of other characteristics that make up the "essence" of an organization. A logo is the unifying factor in the university’s identity; it brings various units and characteristics together.

However, a quick review of Tech’s brochures, newsletters, government reports, annual reports, recruiting information and even business cards reflects these numerous characteristics minus the unifying factor. That is why 1992 Georgia Tech contracted with Downey Weeks & Toomey, a New York-based firm specializing in market and image studies. Representatives of Downey Weeks & Toomey (DW&T) met with faculty, staff and administrators on the Tech campus, as well as with high school counselors, Washington influencers, alumni, corporate and community leaders, and state officials to determine exactly how Georgia Tech was perceived by its various constituencies.

The result of their research showed a wide range of messages emanating from the Institute, some accurate, some inaccurate, and some conflicting. They observed that as well-positioned as Georgia Tech might be—in terms of its scientific and academic strengths—many of our key audiences didn’t know who we were or what we stood for.

To become the leading technological institution of the future, that strategic position and those scientific strengths must be understood and appreciated by critical internal and external publics, i.e., those audiences whose knowledge of and consequent respect for Georgia Tech could materially affect its future.

Since an Institute’s identity is more than logotypes and symbols, the two-year project conducted by DW&T pointed out the need for consistency of messages and a need for cohesiveness of messages and images in order to make a stronger impact on our key constituencies. The research gathered by DW&T was critical in the initial discussions leading up to the development of the vision and mission statements recently developed by President Clough’s task force.

The forums conducted by DW&T revealed problems with Tech’s name recognition. Many people weren’t sure that Georgia Tech and the Georgia Institute of Technology were the same school. Internationally, the formal full name conveyed an image of greater depth and substance. Locally, the shorter version, Georgia Tech, was deemed appropriate and acceptable. Nationally, many respondents associated the name Georgia Tech with athletics only, and many others felt the audience should determine the name to use.

With respect to the existing script logotype, most found it inadequate. According to Amelia Gambino, director, Office of Publications, “A common criticism was that it was too soft or not bold enough. The logo was developed in the early ’80s when Georgiata Tech had no single graphic identity.”

Little, if any, market research was conducted prior to adopting the garamond type script logo.

See LOGO, page 3

Campanile Fits Tech Plaza to a “T”

by Victor Rogers
Communications

A story rests behind the origin of every landmark, from the Statue of Liberty (gift from France; 1916), to St. Louis’ Gateway Arch (the winning design in a 1947 architectural contest). The story behind Georgia Tech’s new landmark, the campanile, is one forged by art, technology and teamwork.

Located in the Georgia Tech Plaza area near the Student Center, the campanile is an 80-feet-tall, spiraling square of stainless-steel, capped with a modern version of another Georgia Tech icon—the Tech Tower. With NBC broadcasting the “Today” show from the Plaza during the Olympics, the campanile will be seen by millions, making it an internationally recognized landmark.

In addition to the campanile, the Plaza also includes a 300-seat amphitheater and a fountain which can be drained to create a stage. The construction of the Plaza is in line with one of the goals of the Georgia Tech Master Plan, to create a pedestrian campus in a beautiful landscape. Tech alumni Richard Kessler, ’68, president of a development firm called The Kessler Enterprise, Inc., also recognized the need for “artistic inspiration” on campus. Kessler joined forces with the Class of 1943, which was sponsoring construction of the fountain, and the Class of 1953, which was sponsoring construction of the amphitheater, to create the Plaza.

“It was clear that the Plaza needed an artistic focus,” Kessler told The Atlanta Constitution. “We wanted this to become a focal point for the campus.”

Located in the Georgia Tech Plaza area near the Student Center, the campanile is an 80-feet-tall, spiraling square of stainless-steel, capped with a modern version of another Georgia Tech icon—the Tech Tower. Construction of the Georgia Tech Plaza began last spring and is scheduled for completion in February.

Astronauts Landing at Tech for NASA Space and Technology Forum

Did you know Velcro was initially created for space missions? To learn other down-to-earth uses for NASA research and to hear what it’s like to be an astronaut, attend the NASA Space and Technology Forum on February 8, at the Center for the Arts, beginning at 6:45 p.m. Pre-proposal conference will be held on February 12 at 2:00 p.m. in the Manufacturing Research Center Auditorium. For more information, call Phyllis Hance at 894-1700. A proposal may be obtained through calling Phyllis Hance at 894-1700. A proposal may be obtained through calling Phyllis Hance at 894-1700.

The forum features John W. Young, NASA astronaut and former president of the company that built the Space Shuttle, and Richard H. Truly, a vice president of Georgia Tech. Young will speak about his experiences as an astronaut, the future of space exploration, and technological spinoffs from NASA research and to hear what it’s like to be an astronaut, attend the NASA Space and Technology Forum.

As an engineer, Richard H. Truly, a vice president of Georgia Tech, was formed in 1994. Later, as a vice president of a development firm called The Kessler Enterprise, Inc., he also recognized the need for “artistic inspiration” on campus. Kessler joined forces with the Class of 1943, which was sponsoring construction of the fountain, and the Class of 1953, which was sponsoring construction of the amphitheater, to create the Plaza.

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Continual Calendar

Faculty/Staff - Club - Tech
Seminars, Thursday mornings, room 102, Petit Building, 7:30 - 9:00 a.m. For more information, contact Margaret Graft, 876-0132 or e-mail mgraft@gatole.com

Women's Therapy Group - Female students meet to discuss concerns, build support and expand choices, 12:00 - 1:00 p.m., room 238, Student Services Building. Confidentiality stressed. To join or for more information, call 894-2575.

The Spring quarter STRAP deadline is Tuesday, March 5, 1996. For information, call Wansley Stillwell at 894-2349.

January 29

PEACH presents Dr. Kenneth H. Cooper on their 15th anniversary celebration. The presentation begins at 7:30 p.m. at the Center for the Arts. To R.S.V.P., call 894-0332.

January 30

Georgia Tech Basketball: The Georgia Tech Yellow Jackets head to Clemson. Tip off is at 8:00 p.m. For ticket information, call the box office at 894-5447.

"Semiconductor Manufacturing," with Intel's Michael Splinter, corporate vice president and general manager of Component Manufacturing, 11:00 a.m., Manufacturing Research Center auditorium. For more information, call 894-2572.

College of Computing

Sheronda Minton was named one of twelve recipients of an advancement newsmakers scholarship for the 1996 Council for Advancement and Support of Education (CASE) District III Conference. The conference will be held in Atlanta, February 10-14 at the Marriott Marquis Hotel.

School of Electrical Engineering and Computer Engineering

Maxene Pentacost, School of Electrical and Computer Engineering, accepted the position of administrative coordinator in the chair’s office. She has worked as an executive secretary for O.E. and IBM. Prior to that she worked as a staff assistant in Continuing Education at Tech. The late Joe Pentacost, a long time engineering faculty member at Tech, was her husband.

School of Economics

Dr. William A. Schaffer, acting director, was elected president of the North American Regional Science Conference at its annual meeting in November. He will continue to serve as North American representative to the Council of the Regional Science Association International for the next two years.

College of Architecture

The College of Architecture Newsletter was honored with an "Award of Excellence" in the External Newsletters category of the CASE District III Awards Competition. Congratulations to P.A. Hilencki, editor; Joanie Turner, designer; Bob Clark design consultant from Studio Grafica; Karen Williams editorial assistant, Victoria Lester, editorial assistant; Sung Kim, photographer and Dean Thomas Galloway, creator and overseer.

School of Management

The Corporate Entrepreneurship Division of the U.S. Association for Small Business and Entrepreneurship honored Scott Shane with the "Best Article in Corporate Entrepreneurship Award" for his article, "Are Champions Different from Non-Champions?"

The Sixth Annual Georgia Tech Graduate Student Symposium will be held February 6-7. This event promotes partnerships between Tech and industry leaders. For information, contact Joe Levert or Dr. Bill Weper at 894-3204 or e-mail: symposium@me.gatech.edu.

February 7

CETL Brown Bag Teaching Seminar: "What I Teach and How I Teach It," with Dr. Anne Balansou, LCC and Dr. Ed Nelling, MGT, is scheduled for 12:05-1:00 p.m., in the Student Center Room 343. For more information, call the CETL at 894-4474.

February 8

"Successful Interviewing Strategies," will be held in the Success Center Presidential Suite A, 11:00 - noon. For more information, contact Career Services at 894-2550.

February 9

"How the 96 Olympics/Paralympics Will Affect You as a Georgia Tech Employee" from 10:00 - 11:30 am at the Georgia Tech Student Success Center Theatre. If you wish to have specific questions addressed at the session, send them five business days in advance to Jean faller@sr.gatech.edu (for OHR inquiries), or pat.brook@business.gatech.edu (for payroll questions). Call 894-2805 for more information.

February 13

Creating a Professional and Winning Resume, 11:00 - noon. Success Center Presidential Suite A. For more information, contact Career Services at 894-2550.

February 29

Dr. Walter T. Ziegler, Regents’ professor emeritus, died Thursday, January 11 at Northside Medical Center. He was 85.

Ziegler, CE’54, supervised 21 Ph.D. dissertations, 25 master’s degree theses, and published more than 50 scientific articles before retiring from Tech in 1978. In addition to his research and teaching contributions, Ziegler was responsible for chairing an advisory committee that helped select a new president, helping initiate studies in information science and serving as a faculty representative on the athletic board for many years. Surviving are his three children, four siblings and five grandchildren.

Services Building. All faculty and staff are invited. For more information, contact Linda Dickow, ISSP, at 894-7475.

February 10

Lincoln Center Jazz Orchestra - Monk, Morton, and Marsalis, will perform at 8:00 p.m., in the Georgia tech Center for the Arts. Admission: Faculty/Staff - $24; Students - $10. For more information, contact the Box Office at 894-9600.

Georgia Tech Basketball: The Yellow jackets head to North Carolina. The game will be broadcast live on ABC beginning at 2:00 p.m. For ticket information, call the box office at 894-5447.

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Creating a Professional and Winning Resume, 11:00 - noon. Success Center Presidential Suite A. For more information, contact Career Services at 894-2550.

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The success of the new logo will depend on the use of the design as well as the reception of the design. As the design team, headed by Taylor, produced numerous designs and hundreds of rough drafts. Finally, in June 1994, a new logo was test marketed. The logo was the typeface as it exists now and an icon featuring a stylized gear. The staff sent a reproduction of the new logo and another questionnaire to members of the campus community from deans to staff assistants to discuss how Georgia Tech was perceived, symbols came to mind when discussing Georgia Tech and other questions related to logotype and nomenclature.

The perceptions gathered from the survey were judged against the mission and philosophies of Georgia Tech to determine if the new logo truly represented what it was intended to. The Georgia Tech identity through a single icon," says Gambino. The typeface was widely accepted for its ability to communicate the essence of Georgia Tech.

Through the logo design process suggestions kept coming in from the Tech Tower as the only "true" symbol of Georgia Tech; however, many campus representatives felt that it presented a traditional and rather "ordinary" image of the Institute. Many schools, nationally and locally (Morehouse, Agnes Scott, and North Georgia College), use towers as their symbols; it was not unique to Georgia Tech.

The design team went back to the drawing board, back to the mission statement, and back to their notes and sketches. The team reported on page three of the January 22 issue of The Whistle that the new logo will be used in all graphic communications by the Georgia Tech administrative offices, including office stationary, brochures, and marketing materials. The logo will also be used on all Tech-related publications, advertising, and public relations materials. The logo will be used in conjunction with the existing "GT" registered trademark.

When completed, the campanile will be Georgia Tech's new icon and symbol of Georgia Tech's identity through a single icon," says Gambino. The typeface was widely accepted for its ability to communicate the essence of Georgia Tech.

"The results of the test indicated that we were moving closer to communicating Georgia Tech's identity through a single icon," says Gambino. The typeface was widely accepted for its ability to communicate the essence of Georgia Tech.

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APPLIANCES
Color TV, Panasonic 25" console, genuine simulated wood grain, remote, 10 years old, good condition, $160 o.b.o. Call 894-4623.

AUTOMOBILES
1996 Nissan 300ZX Turbo 2-seater. 5-speed, V6, Auto with overdrive. AC/CL. Top, Digital AM/FM/CASS. stereo, a.m/f.m. JVC cassette, JVC CD player, multi-speakers, full remote access security system, sunroof, ps, pb, pw, new tires, excellent condition, $3,700 o.b.o. Call 894-8789 or peggy.joshua@fgr.gatech.edu

1980 BMW 325, beige, new tires, new front end alignment, new muffler, new seats, 111,000 miles, am/fm stereo, records available, $2,000 OBO call at 894-8606.

1989 Ford Mustang LX, red, 5-speed, 114,000 miles, AC, tilt, cruise, stereo w/ cassette, power locks and windows, rear defrost, non smoker, one owner, female, great deal at $2,950. Call 894-7143 (w) or 564-9547 (h).

1988 Saab 900SE, 4-door, automatic, white/blue interior, 14,000 miles, a.m/f.m. JVC cassette, JVC CD player, multi-speakers, full remote access security system, sunroof, ps, pb, pw, new tires, excellent condition, $12,500. Call 894-2876 (w); 636-9847 (h).

1988 Mitsubishi Precis, blue hatchback, 75,000 miles, one owner. Well maintained and in good condition. $1,500. Call Clint Lyle at 894-6294.

1986 Buick Skylark, automatic, new engine, a.m/f.m., fair/mint condition, Northern car, some rust on lower body, one owner, 72,000 original miles. Good for local transportation. Call John at (404) 529-6547.

1986 Dodge Ram Van for sale, 4.5 L V8, Northern car, some rust on lower body, one owner, 72,000 original miles. Good for local transportation. Call John at (404) 529-6547.

1982 Dodge Ram Van for sale, 4.5 L V8, runs well, 150,000 miles. Never in an accident. Contact Bill at 404-206-4405.

1984 Saab 900, 4-door, automatic, white/blue interior, 146,000 miles, a.m/f.m. JVC cassette, JVC CD player, multi-speakers, full remote access security system, sunroof, ps, pb, pw, new tires, excellent condition, $3,700 o.b.o. Call 894-8789 or peggy.joshua@fgr.gatech.edu

1980 Toyota Landcruiser, FJ80, 4-speed, power steering, a.m/f.m cassette, 187,000 miles, $7,500. Call Bill at 894-9983.

1988 Chevrolet Beretta, new paint job, $3,500 (neg.) Contact Gail at 894-4837 or gail.green@rgt.gatech.edu

1991 Maxima SE, 4-door sedan, V6, auto, abs, sunroof, AC, tilt, cruise, PW, PDL, pearl white, spoiler, 89K mi, Bose stereo, non smoker, one owner, excellent condition, $12,500. Call 894-2876 (w); 636-9847 (h).

FURNITURE
Sofa/Loveseat w/Queen size Sleeper ($375) 1-year-old. Lots of software including Microsoft, quattro. Lotus, etc. $800. Call 770/957-6656, after 5:30 p.m.

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