

Cal State San Marcos deciding on new logo

By **Bruce Lieberman**

UNION-TRIBUNE STAFF WRITER
2:00 a.m. September 20, 2009

SAN MARCOS — Cal State San Marcos is ready for a makeover, at least for its logo.

Celebrating its 20th year beginning in January, the university is finalizing how it will project a new image to the world. After hundreds of suggestions and meetings with focus groups, the university has narrowed its selection to two images.

They're remarkably similar. Both evoke one of the university's main buildings, the Kellogg Library. The abstract representations are suggestive of the structure charging forward, almost like a sprinter. The only difference is a subtle change in some of the lines.

"It's a symbol of who we are as an institution of learning, academics and knowledge — but it's also a symbol of engagement," said university spokeswoman Margaret Lutz. "We felt it was a very good choice, and it's an iconic building on campus, with unique architecture."

The building's jutting angles are captured in both proposed logos. "It looks like it has momentum, and we like that," Lutz said.



Students, alumni, faculty and other staff members are voting by e-mail to choose which logo they like best, with a deadline of Wednesday. They also can reject both images, choosing instead a written logo in a modern-looking font that simply spells out the university's name. That logo is widely used now.

California State University

SAN MARCOS

But the logo most associated with the university for the past two decades depicts the campus in a bucolic setting among rolling hills.



Cal State San Marcos spent \$1,750 on the new-logo project, paying a Chicago-based design firm \$250 to collect proposals and awarding \$500 each to three finalists, Lutz said. The university took the one that stood out most in a focus group and modified it in-house to offer the university community two options.

Choosing a logo isn't as simple as it might seem. The university wants something that's appropriately evocative of its mission, but at the same time simple enough to be replicated on stationery, T-shirts, coffee mugs and myriad other mementos.

Lutz said the university plans to make its final selection permanent.

Union-Tribune

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Comments from readers about the new logo choices are listed below.

1mic1voice 09/20/2009 04:08 PM I find it hard to believe they spent that little for this new logo. Regardless, I question the need for a new logo (which could have been created internally, mind you) in light of all the cutbacks and fee increases. A couple of thou here and there can quickly add up.

MiaLM 09/20/2009 03:30 PM I read the article, but I looked at the two logos first. Sorry, but that thing looks like a torture device to me.

NCProg 09/20/2009 03:03 PM So this is what CSUSM administration is doing with the money from 30% fee increases and 10% faculty and staff furloughs. Good to know they are keeping their eye on the important stuff.

Stev 09/20/2009 02:57 PM All I see is a ladder designed to let tiny people escape through the mail drop in Grandmas front door.

Guest 09/20/2009 05:00 PM I see a window with broken shutters, lol.

myownideas 09/20/2009 02:17 PM Why not a San Diego based design company?

backseatdriver 09/20/2009 02:00 PM You have a choice between a cruise boat smokestack and a huge tsunami wave rolling over the school?

jeffsd 09/21/2009 12:45 AM wow- they are ll terrible choices. especially
the first one.

cynick 09/20/2009 11:30 PM
#1 CSU, San Marcos. We have many ways to portray Frightening Slicing Implements!
#2 CSU, San Marcos. A lovely and sensisble choice and a campus on the move!
#3 CSU, San Marcos. On your way to state prison, stop off here for a yummy school lunch!
Personally I like number 2.

sdnatives 09/20/2009 10:02 PM It looks sharp and halting to me. For some
reason it reminds me of Nazi Germany.

statepark 09/20/2009 07:49 PM Someone tell me this is a joke! When I
went there, I called it a PC reeducation camp. PCRC. The new symbol for
PCRC is a goofy hood ornament? Oh man.

sdnatives 09/20/2009 07:05 PM They mean nothing to anyone who hasn't
seen the supposed building. These are dumb> Did they pay for these?

hippcatt 09/20/2009 06:56 PM I understand that The new Logo
development research was mostly responsible for the recent 20% tuition
hike. It costs big bucks to come up with something this sick and ill!

carlsbadmac 09/20/2009 05:25 PM I am dead serious here... I've done

internationally-distributed catalogs and websites for multi-million dollar companies. This logo lacks two things, beauty and identity. The keystone effect is bad enough there isn't a pair of parallel lines in the whole damn thing. What about CSUSM??? That might as well be ROFL or LOL... This move is going to shackle the future marketing with a great big ball and chain.

BStrong 09/20/2009 05:51 PM Though I went the publishing/editing route, I have a background in advertising/marketing...and I completely concur with your opinion. These logos will only mean something to people already familiar with the campus (how would anybody else know what one of their buildings look like? Thus, the meaning of the image is missing, no matter how "forward, futuristic" it is). As for the letters, that could almost be a military acronym (not to mention the font looks wussy, and would be quite muddy when viewed from a distance when used for bumperstickers, etc.). Though I agree it could be updated, the old logo is still much better.

Wouldn't it be fun to get together and see what 2 local artists could do???

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