

7-25-2018

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Recommended Citation

Fitzpatrick, Edward, "RWU Releases New Hawk Logo" (2018). *Featured News Story*. 153.
https://docs.rwu.edu/weekatroger_featured_news/153

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RWU Releases New Hawk Logo

More passionate and fierce hawk is part of project that includes updated color palette and a stronger, more unified visual identity for athletics



July 25, 2018 | Edward Fitzpatrick

BRISTOL, R.I. – Roger Williams University this week unveiled a new visual identity for its sports teams that includes an updated color palette and a more passionate, determined and fierce hawk logo.

“The athletic color change to the University colors and the updated logo will go a long way in promoting the brand of Roger Williams University,” said Kristin “Kiki” Jacobs, RWU’s Director of Athletics, Intramurals and Recreation. “The change gives us a dynamic and updated look that will help energize the campus community.”

New RWU Athletics Logo Gallery



The modernized look will help foster a strong, unified visual identity for RWU Athletics that is more cohesive with the overall University, and this combination will be powerful in strengthening RWU’s brand identity and awareness.

The new color palette matches the University's primary colors of navy and light blue, with accents of gold. The combined brand strength of the consistent colors is apparent, eliminates confusion and will help drive awareness of RWU programs.

The Hawk is an important identity mark for RWU, and the branding update provided an opportunity to evaluate the current design. A review of competitive Division III schools indicated a trend toward modernizing athletic spirit marks, and the updated Hawk design received positive feedback from survey participants.

RWU will be updating its Athletics website graphics and Nike team store this summer, and it will plan revisions to physical signs and decals around campus. Uniforms will be updated on the standard schedule, with completion by July 2020. New branding on merchandise will begin to appear in the RWU bookstore this fall. The RWU gym floor is scheduled to be updated in summer 2020, and the new branding will be incorporated then.

The University directed and executed all of the design work in-house, so there was no budget impact for the University. The project involved months of work and collaboration by a cross-functional branding committee, including countless hours of creative design by Senior Graphic Designer Blair Carroll, a 2013 RWU graduate.

To request a logo file, please email graphics@rwu.edu.

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