



Arizona Athletics Branding Campaign



The "A" logo is the primary mark for the University and the Athletics Department



The "desert landscape" logo is an updated version of the famed "cactus" logo. This is an exclusive mark for Athletics that will be used to represent the Athletics Department as a whole.



The "Arizona word mark with cactus" provides a means for individual sports to brand their programs, while maintaining a look consistent with the overall Athletics identity.



The "cactus icon" can easily be incorporated to apparel and uniforms and will provide freshness and flexibility to uniforms and licensed product.



The "Bear Down - The Tradition Lives" mark celebrates the legend of John "Button" Salmon and provides a consistent way to represent Athletics "Bear Down" motto. "Bear Down" can be utilized as a stand alone word mark.

As part of our ongoing branding campaign, The University of Arizona Athletics Department set out to evaluate our identity in order to achieve the following goals:

- Present a consistent way to brand "Arizona"
- Differentiate our brand on a national level
- Align our look with the overall University identity
- Offer a means for individual sports to brand their programs
- Provide freshness and flexibility for uniforms and licensed apparel
- Celebrate our history and tradition of excellence in athletics and academics

The Athletics Department teamed with Nike to aid the process (Arizona's apparel contract with Nike provides for creative and design services at no cost). After several months of evaluation and consultation, the Athletics Department took the following steps:

- Clearly designated "A" logo as Athletics' primary mark and established a hierarchy of marks within the Athletics identity
- Updated the design of the Athletics Department "cactus" logo incorporating "peel away" elements ("Arizona word mark" and "cactus icon") to offer consistency and flexibility for numerous applications
- Developed consistent logos for each sports program
- Created a custom font style, *Bear Down Bold*, derived from the official University font, Friz Quadrata
- Created official marks for Athletics' traditional slogans and nicknames (Bear Down, Wildcats)
- Developed a Graphic Standards Manual

"We are excited about our updated look. I believe it will position the Athletics Department for the future, while embracing our traditions and history. The updated logos provide consistency within our department, and it blends our identity with the overall University identity program," said Jim Livengood, Director of Athletics.

Branding

It is your identity.

It is your belief.

It is your point of distinction.

Brand Management

Building Brand Equity should be a goal and a never ending journey. Brand equity is the instant recognition of your brand and its values. Logo exposure and consistency over time is what creates brand equity and brand value.

ARIZONA DESERT SUNSHINE SPEED STRENGTH COLLEGIATE ACADEMICS TRADITION



The "Arizona Wildcats" word mark joins the "Arizona word mark" with the school nickname "Wildcats" in Athletics' new custom font, *Bear Down Bold*. Athletics will continue to use the "cat face" as a tertiary mark.