

From: University Communication
Sent: Tuesday, March 3, 2020 12:06 PM
To: Employee Distribution List; sycamores-L@listserv.indstate.edu; isu-community-L@listserv.indstate.edu
Subject: ISU Today: New logo for ISU Athletics projects power, respects tradition



Tuesday, March 3, 2020

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New logo for ISU Athletics projects power, respects tradition

ISU unveiled a modern logo for Athletics this morning, a mark that respects the rich tradition of Sycamore sports while energizing the brand and engaging a new generation.

It's the first logo change in 32 years, but the current logo isn't going away. It remains as a vintage mark. The baseball team will continue to use the interlocking "I-S."

"This is an exciting day for Indiana State University and the fans of our teams," ISU President Deborah Curtis said. "After several months of careful planning and input, we're truly getting the best of all worlds."

The men's basketball team will debut the new marks on Under Armour shooting shirts at Arch Madness 2020. The Sycamores face Missouri State in the quarterfinals at 9:35 p.m. Friday.

"It is vital that we continue to move our brand forward in a more consistent manner and these refreshed logos will help accomplish that," Director of Athletics Sherard Clinkscales said. "More importantly, this rebrand pays homage to all of those who laid it all on the line for Sycamore Athletics."



CAMPUS

Upcoming Events

ANNOUNCEMENTS

[Human Rights Day](#)

[StateDM is roaring for \\$20K March 4](#)

[Work, Live and Play Wabash Valley
March 4 – Career fair, giveaways](#)

[People not punchlines](#)

[Travel fair](#)

[Signing 101](#)

[Artist Rae Senarighi to visit in March](#)



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TODAY
FOR A CHANCE TO WIN
AWESOME PRIZES!

STUDENT ANNOUNCEMENTS

MARCH 3, 2020

11:00 a.m.

Education Abroad Open Advising [DETAILS](#)

12:00 p.m.

Salary negotiations, benefits, & how HR can help [DETAILS](#)

4:00 p.m.

Sycamore Safe Zone: Level 2
Workshop [DETAILS](#)

5:00 p.m.

Professional Etiquette Dinner [DETAILS](#)

Disability Awareness Month Opening
Reception [DETAILS](#)

8:00 p.m.

ADP and Pizza: Super Tuesday
results [DETAILS](#)

MARCH 4, 2020

1:00 p.m.

Education Abroad Open Advising [DETAILS](#)

1:30 p.m.

OLLI: Exploring Denali with a park
ranger [DETAILS](#)

3:00 p.m.

Baseball vs San Diego [DETAILS](#)

YuJa Video Conference Workshop [DETAILS](#)

4:00 p.m.

Work, Live and Play Wabash Valley [DETAILS](#)

5:00 p.m.

Power On [DETAILS](#)

Sycamore Safe Zone: Level 2
Workshop [DETAILS](#)

Disability Awareness Month:
#PeopleNotPunchline [DETAILS](#)

7:30 p.m.

Student Recital Series: Allison Byrd &
Sarah Kindley, Junior Recital,
Saxophone [DETAILS](#)

MARCH 5, 2020

ALL DAY

[Take 5 and secure financial aid](#)

[Nominate favorite instructors, professors, advisors](#)

[Spring Exposium signups](#)

[MSP snack time: What's poppin' in Multicultural Services and Programs](#)



Men's Basketball State Farm MVC Tournament [DETAILS](#)

11:00 a.m.

Practical Pedagogy Series: Engaging your students with digital technology [DETAILS](#)

6:30 p.m.

Graduate School Panel by Honors Council [DETAILS](#)

7:00 p.m.

Women's Basketball vs Bradley University [DETAILS](#)

7:30 p.m.

Faculty Artist Series: Roby George [DETAILS](#)

MARCH 6, 2020

1:00 p.m.

1 in 4 Pledge Workshop [DETAILS](#)

Art Workshop Series: Drawing for beginners [DETAILS](#)

MARCH 7, 2020

8:00 a.m.

Experience STATE [DETAILS](#)

2:00 p.m.

Women's Basketball vs Illinois State University [DETAILS](#)

[For More Events](#)

UNIVERSITY COMMUNICATION, OFFICE OF THE PRESIDENT & PROVOST

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