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Ouachita unveils updated athletics branding initiative

Ouachita News Bureau

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NEWS

For immediate release

Ouachita unveils updated athletics branding initiative

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ARKADELPHIA, Ark.—The Ouachita Tigers athletics branding is getting a facelift this summer, according to Ouachita Baptist University Athletics.

"I am really excited about the new branding initiative we are unveiling for Ouachita Athletics," said Athletic Director David Sharp. He noted that the updated branding is designed to "give our athletic program, which is already rich in tradition, enhanced visibility."

The Athletic Director's staff and Ouachita coaches worked closely with the Office of Communications staff to create the enhanced design. Ouachita's familiar Tiger head logo, introduced more than a decade ago, still will play a prominent role in the overall athletics branding. Additionally, the Tiger head will be combined with stylized "Ouachita" or "Ouachita Tigers" type to highlight the university and athletics.

Other options include stylized word marks that can stand alone for specific design projects. Ouachita's 16 NCAA Division II athletic teams also will have customized logos available for each individual sport. The university's traditional purple and gold school colors continue to be featured in the trademarked logos.

According to the athletics branding guide, the new branding system "seeks to communicate the pride Ouachita takes in its athletics traditions while presenting a professional image that distinguishes the university in today's media-saturated environment."

"I am excited about the progress and updates with our Ouachita athletic logos," said Women's Basketball Head Coach Garry Crowder. "It has become a sense of pride in our program. Immediately upon viewing it, you know it represents Ouachita Baptist University."

"From an overall athletic and football standpoint, we feel the new branding efforts led by our communications staff pulls us all together," agreed Football Head Coach Todd Knight. "I feel like we have a style and a new face that exemplifies team. The entire university will benefit from one first class theme."

The branding initiative officially is being unveiled this month as students return to campus for the fall semester. As the new look begins to pop up across campus, T-shirts, caps, warm-up gear, coaches' stationery and business cards are among items being ordered. The new branding will be featured on banners at Cliff Harris Stadium as well as on the new soccer press box. Plans also include partnering with the Ouachita Bookstore to introduce an official athletics product line.

"We are pleased to highlight the Tigers' tradition of athletic excellence with updated branding that reflects the same level of excellence," said Trennis Henderson, vice president for communications. "We appreciate the coaches and athletic staff's partnership as we take our athletics branding to a new level."

René Zimny, assistant director of graphic services, led the design effort, along with Brooke Zimny, assistant director of communications, who helped produce related resources.

"A special word of thanks goes to René and Brooke for their talent and creativity throughout the design process," Henderson noted. "As we unveil the new look, I am confident the results will only enhance Tiger pride and spirit."

"It has been an honor to have the opportunity to build on the strong foundation laid down by the original Tiger head logo and especially to be able to do this work for my alma mater," René Zimny said. "I'm excited to be a part of this new unifying vision for Tiger athletics."

PHOTOS AVAILABLE AT <http://www.obu.edu/news/2014/08/07/ouachita-unveils-updated-athletics-branding-initiative>.