



University of **Sioux Falls**

University of Sioux Falls announces new logo

AUG. 5, 2010, SIOUX FALLS, S.D. – The University of Sioux Falls has a new look.

Over the last 15 years, USF has transformed and expanded its footprint of influence within the city of Sioux Falls, state and region, and effective Sunday, Aug. 8 the institution will begin implementing a new logo.

For the last decade and a half, the University has grown in enrollment, employees and programs, including master's degrees in business administration and education, a collaborative doctorate of educational leadership degree with St. Thomas University in St. Paul, Minn., undergraduate degrees in theology and Spanish and a new school of nursing established in 2009.

The University is also hopeful of its bid to become members of the National Collegiate Athletic Association (NCAA) Division II and the Northern Sun Intercollegiate Conference (NSIC). A site visit to USF by NSIC officials is scheduled to occur on Tuesday and Wednesday, Sept. 28-29, 2010 as part of this ongoing candidacy status.

“The old logo has served USF well since 1995, the year we changed our name from Sioux Falls College to University of Sioux Falls,” President Mark Benedetto explains. “With the many changes and expansion of institutional influence over the last 15 years, however, we believed the time had come to align our public image to appropriately reflect our identity heading into the next decade.”

Benedetto says that the transformation will not happen overnight, although drivers along 22nd and 26th streets will see new campus signage over the next 45 days, as well as billboards and various ads city and region wide.

“It’s going to be a strategically phased in transition,” Benedetto says. “Mid-month the website will begin to bear the new logo and old stationery and business cards are being replaced with new. Our new admissions recruiting materials are ready, too. We’re being as financially conscious as possible.”

Designed by Bobbi Gaukel of One8y Creative, the new logo, a bold cross and ‘U’ in purple and gray intertwining above the words “University of Sioux Falls, A Christian Liberal Arts University” is intended to represent USF’s integration of faith and learning as well as its Culture for Service motto.

“The new logo was created in response to extensive research and collaboration among various University constituents,” Provost and Vice President of Academic Affairs Brett Bradfield says. “As a result of this team effort, there is broad-based consensus that the new logo portrays the appropriate image of the University leading into the next decade.”

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