

Saint Mary's Athletics releases new logo

By Zack Farmer



Saint Mary's Athletic Director Mark Orr (center) introduces the new logo to the alumni and staff in attendance



The new Saint Mary's athletic logo promotes the Gaelic tradition of the College shield is a symbol of Gaelic pride and protection.”

The school colors will remain blue, red, and white.

Osaki Creative, Inc. is an Emeryville based company that has designed a number of professional teams logos, including the Tampa Bay Buccaneers and the San Francisco 49ers.

Along with the logo, Saint Mary's Athletics is working on creating a new three-dimensional Gael mascot. They hope to release the mascot by January.

Saint Mary's has also signed a licensing agreement with Champ Sports to begin selling Gael merchandise on Aug. 15 – the first time in College history using an off-campus vendor.

Saint Mary's College, in collaboration with Osaki Creative, Inc., released the new athletic logo this recently as a part of Reunion Weekend. With over 140 people in attendance for the unveiling, Athletic Director Mark Orr introduced the new logo, which has been revamped to represent the true meaning of a Saint Mary's Gael.

“Our initial research showed that the SMC community associated the Gaels with family, unity, brotherhood, and pride,” Orr said. “The implementation of Celtic knot work into the mark took these keywords and fused them with the rich tradition of our mascot's heritage.” The new mark is affective immediately and has replaced all marks across

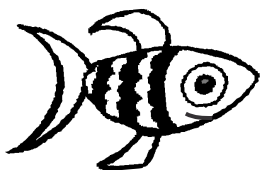
the campus.

A team of about 30 people decided on the final design. The team consisted of College administrators, faculty, alumni, students, and staff. According to this team, one of the first challenges was to define a “Gael.” After further research, the words family, unity, pride, and brotherhood were discovered to parallel the definition of the Celtic people and warriors.

“The SMC logo is a reflection of the proud history of Saint Mary's College and Celtic art and culture,” said Kurt Osaki, lead designer of Osaki Creative. “The knot work design of the logo creates a monogram that reflects unity and the family unit of Saint Mary's College. The

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