

Summer 2010

The Wildcat Logo: Securing a Legacy

Linfield Magazine Staff

Follow this and additional works at: https://digitalcommons.linfield.edu/linfield_magazine

Recommended Citation

Linfield Magazine Staff (2010) "The Wildcat Logo: Securing a Legacy," *Linfield Magazine*: Vol. 7 : No. 1 , Article 19.

Available at: https://digitalcommons.linfield.edu/linfield_magazine/vol7/iss1/19

This article is brought to you for free via open access, courtesy of DigitalCommons@Linfield. For more information, please contact digitalcommons@linfield.edu.



THE WILDCAT LOGO SECURING A LEGACY

For Wildcat fans, the statistics are familiar:

Fifty-four years (and counting) with a winning record, four national football titles, 33 conference football championships, two national baseball titles, one national softball title and 19 intercollegiate varsity teams competing (and winning often) every year—quite a lot for a college Linfield’s size.

At Linfield, more than 25 percent of our students compete in intercollegiate athletics. But the truth is we’re all Wildcats, whether we suit up for the playing field, a lab, a professional internship or a Homecoming reunion. Since before the “streak” began more than a half century ago, Linfield College has built a reputation for transforming students and athletes into “whole people,” pushing them not just academically but physically and competitively. And to great acclaim. *Sports Illustrated* recently gushed about “little” Linfield’s athletic success.

Clearly, our Wildcats are doing something right. And the Wildcat itself? It is a symbol of great achievement and Linfield’s winning tradition. So as Linfield and Brand Navigation began work on the college’s identity and positioning,

they approached the Wildcat differently. They focused on what was working. Which was a lot. As they say, “If it ain’t broken...”

*Refined
Wildcat
logo*



Using an evolutionary approach (as opposed to revolutionary), the update to the Wildcat’s identity is subtle. Most noticeably, the cat’s slightly cross-eyed vision has been corrected. The line quality has been simplified to address production inefficiencies. And most important, we now have standardized logotypes and color for the Wildcat and for individual teams, which will greatly enhance uniformity across sports and throughout athletics.

So the new Wildcat logo really isn’t new. Just like that winning streak, it feels familiar to Linfield students and alumni. And like the winning streak, the Wildcat shows no signs of going away any time soon.

