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Success by Degrees - New GSU Logo

Office of Public Affairs

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Alcoholics Anonymous (AA)
Thursdays
6 - 7 p.m.
A2150

Student Occupational
Therapy Association
April 10
Noon
G127

Honor Program
Lecture Series
Making Sense of
the Madness
Alex Kotlowitz
April 11
5 - 7 p.m.
Hall of Honors
Free

"Stop Kiss"
by Diana Son
April 11, 12
8 p.m.
April 13
7 p.m.
Engbretson Hall
Free student production

Research Paper
Workshop
Finishing Touches
April 12
6 - 7 p.m.
GSU Library
Free

Gentrify My Love

News and Events

Success by Degrees – New GSU Logo

All Posts

GSU has a new look! With the continual improvements to campus facilities and amenities comes a new look for the GSU brand. After extensive research and discussion, GSU has adopted a new logo and colors designed to reflect the innovative and forward-thinking nature of the university.

The university worked closely with Simantel, a marketing consulting firm, to develop the new branding campaign. The university community had the opportunity to comment on the new look at an informal charrette on April 18 and 19.



Governors State
UNIVERSITY

The new logo uses some familiar elements and incorporates the color orange to provide a fresh look as GSU enters its fifth decade. To honor GSU's rich educational tradition, the new logo includes the original triad mark. The university colors are still black and white with the addition of orange and gray accent colors. The new tagline, "Success by Degrees," reflects the university's commitment to degree completion.

The new logo is available in various sizes and formats on the Office of Public Affairs website under Downloads. Also available under Downloads are new PowerPoint designs and desktop backgrounds, which incorporate the new look.

The Office of Public Affairs is available to answer questions and provide assistance with a variety of communication services. For more information about the services and assistance of the Office of Public Affairs, visit our website. The university community is reminded that any use of the university name or logo must be approved by the Office of Public Affairs. For more information, contact Eric Matanyi, Lindsay Gladstone, or Tom Houlihan.

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