DESIGN PHASE 2

UC SANTA CRUZ ATHLETICS & RECREATION
#NewSlug2020 / BRAND BLUEPRINT

03.03.20
Our Goal

Create a comprehensive, inclusive, and one-of-a-kind brand identity, authentic to Santa Cruz’s home in the Monterey Bay region of Northern California, to represent UC Santa Cruz Athletics and Recreation, instilling unity and pride among the entire university family as well as local community and serving as a vehicle to promote program awareness, momentum, and growth for years to come.
The legend of the UC Santa Cruz Banana Slug was born in 1986 through a student-led referendum.

In the spirit of that legacy, our #NewSlug2020 campaign is intended to honor the comprehensive voice of the UC Santa Cruz community, past and present, implementing a presidential campaign-themed approach to elect a refreshed brand identity for Athletics and Recreation.
The brand identity will feature two key elements, representing our candidates in this election year:

1 / The SLUG = Our ‘PRESIDENT’

2 / The FONT = Our ‘VICE PRESIDENT’
OUR ELECTION

1 / The Design Phase will have multiple, monthly rounds. Popular vote will be used to methodically narrow the field of concepts to our final two Slugs and two Fonts.

2 / The brand committee will vote to determine the winner between the final two concepts.

3 / ‘Town Hall’ format Slug Talks will be scheduled each round of the Design Phase where anyone may attend and advocate for their favorite concept(s) with brand committee members.
OUR ELECTION

1st TUESDAY of each month:
- New designs released, Slug Survey open for responses

2nd WEEK of each month:
- ‘Town Hall’ format Slug Talks open to everyone

3rd TUESDAY of each month:
- Slug Survey closed

4th WEEK of each month:
- Slug Survey results released
- Feedback applied into updated set of designs
The #NewSlug2020 logo for Athletics and Recreation will not replace the existing Fiat Slug or Recreation logos pictured below, and Strong Slug will be utilized on merchandise and special occasions as a heritage logo.
Progressive, bold, fearless education that benefits both the individual and the planet.
OUR NARRATIVE

The banana slug represents the INDIVIDUAL at UC Santa Cruz, each on their own personal mission.

The redwoods represent the PLANET, with no dream or task too big to conquer. In fact, banana slugs are most at home looking up at those giants every day. Slugs are fit, challenge the status quo, and most of all - have swag!

Finally, Athletics and Recreation at UC Santa Cruz is a LIFESTYLE. The identity should feel timeless, inspired by contemporary outdoor and fitness brands.
The banana slug unites the entire UC Santa Cruz community. Everyone is a slug!
The keywords below emphasize traits the new slug - and overarching brand - should convey:

PROGRESSIVE / BOLD / FEARLESS / ORIGINAL

UNCONVENTIONAL / HARMONIOUS / COMMUNAL

CARING / ACTIVE / AMBITIOUS / HUMBLE / BALANCED

VERSATILE / ADVENTUROUS / CREATIVE / JUST / TIMELESS

INNOVATIVE / INCLUSIVE / INDEPENDENT / MYSTIQUE

COUNTERCULTURAL / ENVIRONMENTALLY AWARE
The five custom fonts receiving the highest vote total are highlighted below and will advance to Design Phase 2.

- **ADVANCE**
- **ELIMINATE**
- **CUT LINE**

(1,877 Total Votes)

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UC SANTA CRUZ ATHLETICS & RECREATION / #NewSlug2020 BRAND BLUEPRINT / DESIGN PHASE 2 / 03.03.20
The ten banana slug LOGOS receiving the highest vote total are highlighted below and will advance to Design Phase 2.

(1,877 Total Votes)
The eight banana slug FACE depictions receiving the highest vote total are highlighted below and will advance to Design Phase 2.

**ADVANCE**

1.14 (1.3%)
1.13 (1.5%)
1.1 (2.5%)
1.16 (2.7%)
1.17 (2.8%)
1.4 (2.9%)
1.15 (3.3%)
1.9 (3.4%)

**ELIMINATE**

1.18 (3.7%)
1.6 (3.7%)
1.12 (3.8%)

**CUT LINE**

1.1 (2.5%)
1.13 (1.5%)
1.14 (1.3%)
1.8 (5.8%)
1.10 (10.2%)
1.11 (15.1%)
1.5 (21.1%)
1.7 (24.5%)

(1,877 Total Votes)
“Slug 1.7 is absolutely necessary. God bless Slug 1.7.”

“Cartoons make our school seem less serious. Something sleek and simple would be nice for sports. Save the cute stuff for fridge magnets and key chains.”

“The new mascot should be friendly and open, but also competitive and fast. Lines should be clean and draw the eye to look from left to right.”

“Maybe have two slugs (masculine and feminine) that create the “UC” like Slug 1.11.”

“Athletes want to look tough! A smiling cute slug does not depict this to our competitors.”

“Don’t make the face anatomically incorrect; eyes should be on eye stalks!”

“The logo should be goofy and laid back.”

“As a 1986 voter, I am partial to the original slug. Modify the position or context but keep the same look to the slug.”

“Slug 1.7 has a great blend of cuteness and fierceness. Perfect for maintaining the weird Santa Cruz vibe while establishing ourselves as a prominent NCAA program. Also love the trees!”

“Please don't get rid of strong slug :("}

“It’s hard to get used to the idea of the eyes on the ends of the antennae, even though in real life their eyes are there! I think possibly my resistance is due to the flat slug and it’s face with separate eyes and glasses...it’s just what I’m accustomed to seeing.”

“Slug 1.7 is fire. No cap.”
“Love the vision and direction Sammy is going towards! I also appreciate that this is a collaborative effort between so many people. Go slugs!”

“I love the minimalistic, realistic slugs! Slugs are cute just as they are; no cartoonification needed :)

“It would be cool if the logo could incorporate trees/nature somehow, that way it could be used for both the recreational logo and the sports logo (the current muscular slug logo does not fit the recreational department).”

“I like all the minimalist slugs with the eyes in the correct position, no more four-eyed slugs!!! I am very passionate about this!!!”

“As the banana slug is already not one of the most intimidating, menacing mascots, I like the idea of a determined, slightly smug facial expression. I think the brows furrowed, look of determination provides more of an all-encompassing rag-tag slug athletic spirit.”

“One MAJOR thing missing from the slug character: add a SWEATBAND! This would signify that the logo represents Athletics & Recreation, but be consistent and familiar to Sammy who has its glasses & Plato book.”

“Although I see the rationale behind the responses which support a more anatomically correct slug, I think the timeless design of the Fiat Slug necessitates a similar concept in the new logo.”

“1.10’s face is the best. It captures how slug actually looks while having the fun and goofy santa Cruz vibe.”

“I’m from Buffalo NY, so I consider myself an expert on sh***y sports logos, team names, and well, sh***y teams in general. With that said, the 'Banana Slugs' moniker is so freaking original and awesome! It deserves the sharpest, freshest, and most importantly, NOT trying so hard it’s ugly, bland, or confusing. Good luck and Godspeed in your quest to give the B-slug the logo it deserves!”
Let’s meet our candidates!
CUSTOM FONT CANDIDATES
UC SANTA CRUZ

SLUGS

BANANA SLUGS
UC SANTA CRUZ
SLUGS
BANANA SLUGS
CUSTOM FONT CANDIDATES

FONT 2.1
UC SANTA CRUZ BANANA SLUGS

FONT 2.2A
UC SANTA CRUZ BANANA SLUGS

FONT 2.2B
UC SANTA CRUZ BANANA SLUGS

FONT 2.3
UC SANTA CRUZ BANANA SLUGS

FONT 2.4
UC Santa Cruz Banana Slugs

FONT 2.5
UC SANTA CRUZ BANANA SLUGS
BANANA SLUG CANDIDATES
DESIGN PHASE 2 / BANANA SLUG 2.2B
DESIGN PHASE 2 SUMMARY
CUSTOM FONT CANDIDATES

FONT 2.1

UC SANTA CRUZ
BANANA SLUGS

FONT 2.2A

UC SANTA CRUZ
BANANA SLUGS

FONT 2.2B

UC SANTA CRUZ
BANANA SLUGS

FONT 2.3

UC SANTA CRUZ
BANANA SLUGS

FONT 2.4

UC Santa Cruz
Banana Slugs

FONT 2.5

UC SANTA CRUZ
BANANA SLUGS
NEXT STEPS

1 / Access SLUG SURVEY 2.0 via UC Santa Cruz social media channels or the Go Slugs app.

2 / Vote for your favorite Banana Slugs and your favorite Custom Fonts.

3 / Attend our ‘Town Hall’ format Slug Talk to advocate for your favorite Phase 2 candidates:

- March 10 @ 7:00pm
- Rachel Carson College Red Room
VOTE! VOTE! VOTE! VOTE!

#NewSlug2020

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