A little more than a year ago, a small group of Hartford Art School seniors began quietly working together on a new project. Their mission: to create an official logo for the University of Hartford’s 50th anniversary. John Nordyke, associate professor of visual communication design at HAS, guided the students through the process. The logo will be used throughout 2007 to commemorate the University’s landmark anniversary.

WHAT WAS YOUR REACTION UPON BEING SELECTED FOR THE LOGO TEAM?
Mike: I was pretty surprised, but looking back, I realized: who better to design a mark for the anniversary than a group so deeply involved in the school.

Jessica: I found the project intimidating yet exciting. How do you encapsulate the identity and progress of a university in one simple mark?

CAN ONE OF YOU DESCRIBE THE PROCESS FOR DESIGNING THE COMMEMORATIVE LOGO?
Kyle: A little over a year ago we all met to discuss what was needed. After winter break we met again and shared our research and sketches. Once we had ideas of what we liked, we went to the computer and developed numerous logos. After several more meetings we narrowed it down to only a few. Then we met with President Harrison and took his suggestions. At this point we were down to only two. A few more adjustments, and we had our final logo.

DOES THE FINAL VERSION OF THE LOGO LOOK LIKE YOU EXPECTED IT WOULD?
Julie: The final version looks a lot like what we started out with. The idea of using a modern font [typeface] such as Filosofia was established at the very beginning. The idea of tilting the 50 arrived later in the semester.