



## **Penn State Homecoming Unveils 2017 Logo**

*From a doodle to the Penn State Homecoming 2017 Logo*

UNIVERSITY PARK, PA. (Apr. 22, 2017) — Penn State Homecoming revealed their 2017 Logo for the first time on Saturday, April 22<sup>nd</sup> 2017. The Homecoming Executive Committee unveiled the logo during halftime at Penn State’s annual Blue and White Football Game in Beaver Stadium. The new logo was selected to reflect Homecoming’s 2017 Theme, “Embrace the Journey, Roar with Pride” which was revealed this past February.

The logo, which embodies the spirit of a Nittany Lion Homecoming, was created by Turner Blashford, a junior graphic design major within the Stuckeman School at the Penn State University Park campus. Blashford is beyond enthusiastic in regards to his logo representing the organization. Designing the Homecoming logo is only one of the many design milestones Blashford hopes to have ahead of him. Blashford is excited to enter the design world, specifically to work on designs within the music industry. This summer he can be found in Boulder, Colorado working a design internship.

When asked about his design process, Blashford said, “I was seriously exploring two other concepts, when I drew a little doodle in the margins. The doodle ended up being the route I took for the final logo.”

The logo includes none other than the Nittany Lion posing in his iconic “roaring embrace”, which is seen at every home game when the Lion pumps up the crowd. When asked his favorite aspect of the design Blashford said, “My favorite part of the design was illustrating the lion out of the forms and spaces of the numbers. Nothing sums up Penn State spirit quite like the Nittany Lion. His open arms pose is pulled from games when he leads the crowd in a roar, but it’s also a welcome for a hug.”

Blashford’s design was one of 20 presented by students from Professor Kristen Sommese’s junior graphic design class. Every year, students from Professor Sommese’s class designs prospective Homecoming logos as one of their major projects. This year Homecoming Executive Director, Jillian Susi, and Public Relations Director, Marielle Ravally, presented the Homecoming 2017 Theme “Embrace the Journey, Roar with Pride” to the class. Students were then off to their sketch books embracing the challenge of designing a logo that not only represented the 2017 Theme but also Penn State Homecoming as a whole.

When asked what advice she offers to students when designing their logos, Professor Sommese emphasized that students should focus on background research, even research on words within the theme the students may think they already know.

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Professor Sommese said, “The most challenging aspect is to get students to avoid typical imagery and clichés, and to work with them to generate many different stylistic interpretations of the theme in their logos.”

Once completed, the designs were numbered in order to preserve anonymity. The designs were then presented to the Homecoming Executive Committee. The Homecoming Executive Committee considered each logo and logo description provided by the designers. The designs were narrowed down to five, and then voted upon by the Executive Committee. Public Relations Director Marielle Ravally said her favorite part of the selection process was seeing how each designer interpreted the 2017 Theme. “We selected the theme this year knowing that it would have a different meaning for everyone. It was really exciting to see those unique interpretations come through in each logo design.”

Professor Sommese’s favorite aspect of working with Homecoming each year is that her students are given the opportunity to work on a logo that holds great meaning to alumni and students. “It’s always exciting to have students work on a real world project and to see their excitement when the logo is chosen,” said Professor Sommese.

Embracing its journey, this year’s logo will be roaring with pride on all things Homecoming ranging from merchandise to parade floats. Homecoming merchandise featuring the new logo will be on sale throughout Homecoming’s Legacy Celebration. Penn State Homecoming’s 7th Annual Legacy Celebration is set to occur on Wednesday, April 26<sup>th</sup>, in the HUB-Robeson Center from 11:00 AM to 3:00 PM.

## **About Us**

Penn State Homecoming is a student-run organization with aims to celebrate tradition and instill pride in all members of the Penn State family through active engagement of students, alumni, faculty and staff across the community. Our organization is comprised of many student volunteers who donate their time to creating a multitude of events that make the Homecoming celebration a yearlong event.

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