



Pride of CASE V Awards Nomination

Title of entry: Go Blue Tailgate Logo

Category number and title: 38, Best Graphic Identity/Logo

Institution: University of Michigan Alumni Association

Submitted by:

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Budget: \$0

Staff involved: Catherine Serrin Niekro, vice president of marketing and communications; Joel Panozzo, University of Michigan Alumni Association graphic designer; Andrea Cavanaugh, senior marketing manager; Kirk Lutz, events director.

Project: The Alumni Association's Go Blue Tailgate is a celebrated tradition in Ann Arbor and the organization needed a logo that epitomized the look and feel of the event, while honoring its legacy. The designer utilized the strong block "M" as the central logo element and integrated a football behind it. With the highly textured football, it adds an interesting three dimensional feel. The designer also added the name of the event and the "33rd annual homecoming" tagline. To complete the logo, the background appears textured and is a rich orange/yellow hue that reflects the history of the event. The result is a classic and playful logo that perpetuates the organizational and event brands.