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### University Seal and Logo: A Century of History and Legacy

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University Seal and Logo: A Century of History and Legacy

Jacob Gerding

Taylor University

## **Introduction**

Psalm 145:4 says, “Generation after generation stands in awe of your work; each one tells stories of your mighty acts” (MSG). Generation after generation of Taylor University students, families, faculty members, and presidents stand in awe of the Lord’s work over the years. A university that began in 1846, Taylor University represents years of stories and memories, which give glory to God and highlight the mission upon which Taylor University was founded. The mission of Taylor University, according to the current website (2018), is to “develop servant leaders marked with a passion to minister Christ’s redemptive love and truth to a world in need” (Taylor University, 2018, para. 7). The mission is seen throughout much of Taylor’s history, a history that has experienced many changes through its 175 years of existence – changes in the campus, changes in leadership, as well as changes in the Taylor University brand. Specifically, changes in the Taylor brand reflect the rich history found deep within Taylor University. This report will explore a century of history and legacy found in the changing of the university seal and logo beginning in the early 1900’s and concluding with the 2018.

## **Decades of Change**

Looking at Taylor University academic catalogs through the years, this report examines each decade, beginning with the 1920’s and ending with the current decade, to survey the seals and logos used within the catalogs. This report will dissect each year where there was a change in the university seal or the introduction of a university logo, as included in the catalogs or other university publications. This report will describe the components of the university seal and logo, any meaning attached, as well as any additional information from the specific year. It is the hope of this research to uncover how the university’s seal and logo has changed over a one hundred

year period, while still holding true to the rich history and legacy that lives within the Taylor University community.

### **1920-1930s**

This decade experienced many changes in the university seal. The first version of the Taylor University seal was on the front cover of the October 11, 1921 edition of the Echo. The 1921 seal is a circle design with a globe centered in the middle. Arched above the globe were the words “Taylor University” and “Lux Et Fides”, while included under the globe is “1846”. “Lux Et Fides” is a Latin phrase, which translated to English means, “Light and Faith”. It is unclear who incorporated this phrase onto the seal, but it became a consistent part of the university seal. The globe, which illustrates the continents of Africa, Europe, Asia, and Australia, included a torch and flame placed on top. The combination of these images symbolized Taylor students as lights to the world (Taylor University, 1921).

The 1924 catalog saw the continuation of the seal from 1921; however, the catalog included another image, which served as a sort of logo, or symbol, for Taylor. On the front cover of the 1924 catalog was an image of the tower of the H. Maria Wright building (Taylor University Academic Catalog, 1924). Built in the fall of 1894, The H. Maria Wright building was the first building on the Upland campus, after Taylor moved from Fort Wayne. The building served as the heart of campus until it burned in 1960. The inclusion of this image is important because of the symbolic nature of the tower and building. According to Ashley Chu, University Archivist, the tower was likely “used as a promotional piece” (A. Chu, personal communication, November 16, 2018) because of its mention in the Taylor school song – “Up beyond the village border / pointing in the air / stand her tower seen far distant / when the day is fair” (A. Chu,

personal communications, November 16, 2018). This tower image was later incorporated into a university seal.

The catalogs for the years 1925, 1927, and 1929 were interesting in terms of the university seal. The 1925 seal was the same as the 1924 seal, except for a few changes which might otherwise go unnoticed. The globe on the 1925 seal no longer illustrated the continents of Africa, Europe, Asia, and Australia – instead, it illustrated the continents of North and South America. In addition, a minor change came in the design of the torch and flame. The 1927 seal is identical to the seal of 1924, with the globe’s emphasis on the continents of Africa, Europe, Asia, and Australia. Then in 1929, the seal changed back to the one used in 1925. It is unclear why there was such a rapid turnover in the use of these two different seals (Taylor University Academic Catalog, 1925, 1927, 1929).

### **1930-1940s – 1940-1950s**

A look at the catalogs for each year between these two decades indicated no changes in the university seal.

### **1950-1960s**

The front cover of the 1952 catalog included a seal with a drastic change. Rather than the globe and torch present on the previous seals, the seal of 1952 incorporated the tower of the H. Maria Wright building. In addition, the seal included “Taylor University”, “Lux Et Fides”, “Upland, Indiana”, and “1846” (Taylor University Academic Catalog, 1952). This seal is considerably different from any seal before or after. This seal was the first to include the location of Taylor’s campus, which continues to be included in university seal design. The inclusion of the tower from the H. Maria Wright building was because of the building’s central focus on

campus. As mentioned, students would sing about this tower in Taylor's school song, so it is understandable why the university used it in the branding.

The uniqueness of the previous seal of 1952 did not stay around for long. Taken from the 1959 catalog, the seal changed back to one with a focus on the globe and torch. With a small change in the design of the torch and flame, the globe illustrated the North and South American continents. The seal included the name of the school, location, the Latin phrase, as well as the date of the school's founding (Taylor University Academic Catalog, 1959). It is unclear why a change in the seal occurred during this year, but it possibly had something to do with the H. Maria Wright building burning down.

### **1960-1970s**

According to the catalogs for the years between 1960 and 1970, no apparent changes in the seal occurred.

### **1970-1980s**

This decade experienced the most changes in the university seal, along with the development of a new logo for Taylor University. To begin, a detailed description of the new logo is required. President at the time, Milo A. Rediger, developed the new logo, or as it was affectionately known, the *Cross and Crucible*. This logo represented what Taylor stood for and strived to be as a university. The simply designed logo incorporated the two letters, *T* and *U*, signifying Taylor University. However, it meant so much more than that. For Rediger, the *T* represented the Christian cross, which he said was the greatest symbol of God's love for man. The *U* represented a pot of oil, which, in the Old Testament, found its place in the furnishings of worship centers as the holder of wick or candle for light. In addition, the oil in the pot represented the Holy Spirit, who alone would oil and vitalize the movements of Taylor

University. Illustrated by the cross, or *T*, rising out of and above the crucible, the *U*, was the idea that the New Testament blood of Jesus Christ which rises out of and above the Old Testament blood signified by the blood of bulls and goats (Rediger, 1970). As we will begin to see, the Cross and Crucible became an integrated part of the Taylor University branding, but more than that, it became part of who Taylor was and is.

During Reidger's presidency, the 1979 catalog presented a seal very different from the seal of previous years. With all the previous elements, such as the name of the school, Latin phrase, date of founding, and location, this seal experienced updates to those elements. The globe illustrated a much broader context of the world. An updated torch and flame appeared on the seal, but new to the seal of 1979 was the inclusion of the Cross and Crucible on the torch (Taylor University Academic Catalog, 1979). According to a December edition of *The Echo* written in 1978, the seal presented on the 1979 catalog was created to "replace the old seal", which caused confusion between its use and the use of the new TU logo (Burton, 1978, p. 1). The new design, which included the Cross and Crucible on the seal, came from a desire to create a more modern and aesthetically pleasing seal.

### **1980-1990s**

The seal of the 1984 catalog was the same as the 1979 seal, with one minor difference. This seal included latitude and longitude lines on the globe (Taylor University Academic Catalog, 1984). The winter 2002 edition of Taylor's alumni magazine provided insight into the seal, which served as "a visual reminder of the mission of Taylor University" (Taylor University, 2002, p. 1). The outer circle included the name of the institution, the Latin phrase – indicating a commitment to the integration of faith and learning, the date of founding, and Taylor's current location. The globe, which illustrated a broader world, represented the continents where current

Taylor alumni served. The torch, which included the Cross and Crucible, represented the light of learning as well as the fire of the Holy Spirit being carried into all corners of the world (Taylor University, 2002). The Kesler Student Activities Center currently has a large version of this seal on its wall.

### **1990-2000**

In the 1992-94 catalog, the Cross and Crucible logo was paired with a serif version of “Taylor University”. This was the first appearance of the Cross and Crucible being paired something as part of the university branding (Taylor University Academic Catalog, 1992-1994).

### **2000-2010**

Taylor University branding at the start of the 21<sup>st</sup> century went through major changes, some good and some not so good. In 2003, Taylor hired a marketing firm, Crane Marketing, to rebrand the school. After much research, including focus groups, campus visits, and interviews, Crane Marketing presented the tagline “Taylor, we covenant”. With the new tagline, Crane marketing proposed dropping the “University” from the brand, as well as a new style manual. “We Covenant” had two important meanings, both of which focused on relationship: (1) We come together and (2) We promise. Crane marketing proposed that these two words work together, but also on their own. ‘We’ indicated ownership and a responsibility to all, as well as a conveyed spirit of the togetherness characterized by Taylor University. ‘Covenant’ came from the French word meaning ‘to come together’ and served not as a noun, but as a verb to signify God’s desire to come together with His people (Crane marketing, n.d.).

However, the Taylor community did not fully understand or embrace the new tagline and, as a result, the president’s council met to decide how to move forward. According to a report from the president’s council (2003), the council decided to do away with “we covenant”, but keep the



Cross and Crucible logo as the official logo. In addition, the council decided to keep “University” to identify the Upland campus as “Taylor University”. Lastly, the council decided to adopt and keep Crane’s proposed style manual, which contributed to design elements such as the current font of “Taylor University” (Taylor University, 2003). The 2004-05 catalog provided an illustration of the new “Taylor University” font, as paired with the most current seal (Taylor University Academic Catalog, 2004-2005).

In 2006, Taylor tried to make up for the 2003 rebrand with a new tagline and an updated Cross and Crucible design. To start, the idea for a new tagline came from the president at the time, Eugene Habecker, who wanted a “tagline that tied everything together” (Kight, 2006, p. 1). The new tagline, “Beyond the Mind”, came from the Greek word meaning ‘a change of the mind’ or ‘beyond the mind’ and was intended to represent the ideal that a Taylor education does not end with the education of the mind, but that it goes much further and deeper. The word beyond was crucial to the new tagline because it provided the audience with the impression that the value of a Taylor education is not separate from the Taylor experience (Kight, 2006). Paired with “Beyond the Mind” was the updated Cross and Crucible logo design, which had been around since the 1970’s, as developed by then president, Milo A. Rediger. The designer of the updated logo wanted to keep the traditional feel of the original design, while updating it to a more modern, 21<sup>st</sup> century look and feel. In addition, there was nothing in the original logo to represent the Upland campus architecture; so as a result, the designer “added the angle on the cross to reflect the bell tower’s design” (Kight, 2006, p. 2).

With an updated Cross and Crucible logo, the seal seen on the 2007-08 catalog experienced another change. This seal, similar to others in the past, included the name of the institution, the Latin phrase for light and faith, the date of founding, the torch, globe, and the Cross and Crucible.

While including all the familiar elements, this seal illustrated a new design. A two circle design, the outer circle included “Taylor University” and “Lux Et Fides”, with the addition of two olive branches on either side separating the name of the institution and the Latin phrase. The inner circle included a shield-like shape split into three section. In the top left section was the Cross and Crucible logo, the top right section was the torch and flame, and the bottom section was the globe which illustrated the entire world. In addition, wrapped around the bottom section was a banner that included the date of founding.

### **2010-2018**

Through this decade, not been many changes occurred to the university seal and logo compared to those from just a few years back. However, one minor change did take place in 2017 – the president passed a new purple color palette. The colors of Taylor University have been purple and gold since at least 1914, but in 2017, the shade of purple changed. A major change for the shift in the purple color was because the “old purple was inconsistent to produce” (Stumpf, 2017). With the new shade of purple in place, the current university seal and logo are now at their current state. The question now is will it go through another change? And if so, when?

### **Conclusion**

Renee Blodgett, founder of Magic Sauce Media, a marketing firm, said this about good marketing: “I am all for conversations, but you need to have a message” (Shewan, 2017). This should be the primary focus of university marketing and branding – it should focus on creating and having a message. When creating a university seal or logo, the primary focus should be on what kind of message each detail communicates. Taylor’s seal and logo has communicated a lot over the last decade, but above all, it has communicated one thing very well – the mission to

develop servant leaders who carry a passion to minister Christ's redemptive love and truth wherever they go. Through the combination of the torch, globe, and world, which were used to represent Taylor students as lights to the world around them, to the translation of the Latin phrase meaning "Light & faith" used to represent Taylor's commitment to integrating faith and learning, the message of Taylor's branding communicates the message of the mission. Taylor is committed to developing servant leaders through integration of faith and learning, inside and outside of the classroom, who will minister the love of Christ to those in need all around the world.

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