



LOOMIS CHAFFEE
PELICANS

Introducing a New Brand Identity for Loomis Chaffee Athletics



We all know the glory, the nobleness, the commitment, the perfection, the unlimited talent, the Olympian promise, the — are we getting a bit carried away here? OK, the point is, we all love the Loomis Chaffee Pelicans. And now the Pelicans and the entire Loomis Chaffee athletics program have a new, unified, and dare-we-say glorious look.

You can see the new visual identity for yourself. Here's the story of how it came about:

"The Loomis Chaffee athletics program has a history of excellence, but unfortunately the department has never had a symbol or an image that really represents them. The department as a whole lacked unity when it came to an image that represented that excellence. Our goal was to create something that is bold, is unique, and reflects our athletics history," explains Director of Athletics Susan Cabot.

Late last fall the Athletics Department, along with the Office of Strategic Communications and Marketing, began the project of creating a cohesive visual identity for Loomis Chaffee athletics. Partnering with Summit Athletic Media, a creative agency specializing in sports marketing and design, Sue, Director of Strategic Communications and Marketing Lynn Petrillo '86, Loomis' sports information director, and the school's graphic designer

worked with the Athletics Branding Committee, comprised of Loomis coaches and student-athletes, to pinpoint the character of the athletics program and create a design that they felt reflected it. After several rounds of research, discussions with community members, drafts, and revisions, Summit this spring presented the new athletics logo and style guide, which were endorsed by all constituencies involved in the process. The result is a new, cohesive look specific to the Athletics Department, reflecting the strength of the athletics program and its mascot, the Pelican.

"We are thrilled with the new visual identity of the Athletics Department and how it aligns with the program's mission to challenge student-athletes of all levels to be their best selves and to embrace the common good of sportsmanship, teamwork, and fair play, inspiring in them a pursuit of excellence," Lynn says.

With many questions still remaining about the impact of the COVID-19 pandemic on sports in the coming school year, the new visual identity serves as a reminder that the school remains united and, rallying around the Pelicans, will come together again to support and cheer on their teams.

Soar Pelicans!