Dordt Reveals the University Logo

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On Friday night during Defender Days, Dordt revealed the Dordt University logo. The logo reveal came after more than five months of research, design, and feedback that went into the decision-making process. Blending classic and contemporary, the logo captures the uniqueness of Dordt University. The gold cross at the center of the logo highlights how, at Dordt University, Christ is at the center. The "U" is shaped like a graduation stole, and its stylized ends symbolize hands and arms open to God’s leading.

Last May, outside consultants came to campus and held focus groups of students, faculty, staff, alumni, and parents to determine the current brand perception of Dordt and to uncover insights for positioning and communicating Dordt. The responses students and others gave were analyzed and compiled into a brand assessment, which was the foundation for the initial logo designs. The designers then shared the logo designs with Dordt’s marketing office, who met with groups on campus including students, the university initiative task force, and the administrative cabinet to get feedback. The design was finalized in early October.

"Dordt is not flashy. Dordt is not dull. But Dordt is bold—not in a sense that is reckless or abrasive, but in a sense that, regardless of trends, our dedication to our mission is unwavering,” says Jamin Ver Velde, creative director at Dordt. “That’s what I see in this logo design; it’s not afraid to be unique.”

“I like the new logo because it directs my eyes to the cross,” says Megan Van Den Berg, student government president and senior education major. “It clearly shows me that Dordt's mission remains the same and that, as Dordt University, we will keep equipping students to work toward Christ-centered renewal in all areas of life.”

“We are excited to share this new logo with our constituents, and we look forward to when Dordt will officially become known as Dordt University,” says President Erik Hoekstra.

The logo will be implemented on Dordt’s campus starting on May 13, 2019, when Dordt will officially become Dordt University.

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