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## **Montreal designer creates modern, bilingual identity for University of Ottawa**

The Montreal design firm David & Goliath has designed and produced a new logo for the University of Ottawa. The company competed against three top firms in a three-stage tendering process to win the contract for the University's new visual identity.

"We did a lot of consultation within the University community. And we engaged some of the best designers in Canada to come up with the new logo," said David Mitchell, Vice-Rector of University Relations. "The most popular idea to come out of that process is a stylized version of Tabaret Hall," (the University's landmark building).

"Internally, at least 75 per cent of the people we surveyed favoured the new logo," said Marketing Director Paul Boulton, who oversaw the selection process. "We then tested the design externally with independently run focus groups in Ottawa, Toronto and Montreal. The results were very positive. The four words most often used to describe the new logo were 'powerful,' 'prosperous,' 'strong' and 'reputable'."

During the development process, David & Goliath conducted its own internal research to test its ideas and various symbols with the public. "This approach helped us retain the best ideas early in the creative process, and then to focus on the most promising options," explained Bachir Saouaf, Project Manager at David & Goliath.

"It's important not only to create a visual image but to adhere closely to communication goals as well," added Art Director Giuseppe Gennaro.

"There is also a very notable additional element with the logo: the 'uOttawa' wordmark, which is bilingual and works well in both of Canada's official languages," said Boulton. "It replaces the large 'Ottawa' that figured prominently in the old logo with the captions 'Université d'/'University of,' which were repetitive and posed grammatical problems.

"When the wordmark with its more modern typeface is used together with the Tabaret Hall graphic element, it projects classic and historical qualities coupled with a forward-thinking and more contemporary view, which is exactly our University philosophy."

The team from David & Goliath included Bachir Saouaf, Project Manager, Carole Leduc, Creative Director, Giuseppe Gennaro, Art Director, Slobodan Miladinov, Senior Typographer, and Jean-Sébastien Dusseault, Multimedia Designer.

University of Ottawa clients were David Mitchell, Vice-Rector of University Relations, Paul Boulton, Marketing Director, and Lucie Keech, Project Officer.

**Source:** Bachir Saouaf, David & Goliath Marketing Communications, Tel: 514-334-8172.