

# Notre Dame reveals new logo

As it nears a September change to a university designation, College of Notre Dame of Maryland has revealed its new logo.

At the heart of the new Notre Dame of Maryland University identity is a blue and white rose with pale yellow accents, framed by a cross and shield, along with the university name presented in elegant type. Visitors to Ocean City got a preview on a digital floating billboard starting during July 4 weekend.

“Inspired by the beautiful mystic rose of Our Lady – Notre Dame – the new design perfectly reflects our rich history and tradition with a contemporary interpretation suited to our new role as a university,” said the school’s president, Mary Pat Seurkamp.

Created by Baltimore design firm SDYM, the Notre Dame of Maryland University identity was informed and influenced by relevant, iconic images found throughout the school’s campus.

The rose at the center of the new design is a traditional symbol of Mary, the school’s patron. The shield and the bottony cross relate to the Maryland State seal and have appeared in Notre Dame’s identity throughout its history. The cross is present in the vivid black lines of the shield behind the rose. The strong black lines also evoke the lead separating panes of colorful stained glass. These same lines create arrows pointing star-like in different directions, as seen on the Marian rose. Notre Dame’s historic blue and white colors are central to the new design. White signifies truth, while blue represents beauty and is associated with Mary.

The typography is a customized typeface, evoking a subtle femininity, strength and character. Its contemporary look complements the clean lines of the symbol. Particularly distinctive is the “A,” reminiscent of the College’s iconic Gibbons Hall tower, as well as the arches and vaulted ceilings of Marikle Chapel of the Annunciation, and the swash “R,” which adds an elegant touch.

President Seurkamp said the logo and identity are the culmination of several months of research and deliberation.

“From the moment we considered university status, we have worked diligently to include students, graduates, faculty and staff in all of our decision-making,” she said. “You can see the passion and energy of that work reflected in our new identity -the desire to honor our past, highlight our strengths and embrace our future.”

New branding elements will be officially implemented Sept. 9, when Notre Dame begins operating as a university, launches its redesigned website and dedicates its new entranceway. At that time, clothing, supplies and other products carrying the new logo will be available. However, the school will begin using the logo, as needed, on enrollment forms and recruitment publications starting in July.

*For more explanations of the logos and background:*  
<https://www.ndm.edu/universitydesignation/identity.cfm>.