



### Overview

The Senior Year Experience department of Muhlenberg College is seeking to “rebrand” itself in order to further involve senior students in the various aspects of the program. This logo provides a visual representation of the three pillars upon which the Senior Year Experience is built: Integration, Reflection, and Transition. It is designed to accompany future print and/or digital media directed at seniors.

### Design Choices

The coloring of the logo reflects the cardinal hues used in other Muhlenberg College departmental logos. The graduation cap shape is representative of the culmination of the Senior Year Experience. The shape is also similar to that of the Career Center logo. This highlights the connection between the two departments, which collaborate to aid seniors in the transition to post-graduate life.

### Symbolism

This logo takes the form of a graduation cap, the quintessential symbol of an important milestone in the lives of college seniors. However, the Senior Year Experience strives to emphasize more than just the outcome of a college education. The department wishes to reframe the concept of graduation in the minds of seniors as an interactive process. This logo is designed to assist in this mission by providing a visual representation of graduation as a part of a journey, as opposed to the final destination. Its graphic elements are based on the three pillars of the Senior Year Experience:

#### *Reflection*

The left-facing arrow reminds students that the move from college to graduate school, career, or other postgraduate undertakings cannot be made without first looking back on oneself and one’s past experiences. Before moving forward, students should reflect on what they have learned about themselves and the world around them during their undergraduate years at Muhlenberg College and even prior to arriving on campus.

#### *Transition*

The right-facing arrow points seniors forward, directing them toward the next phases of their lives. It represents the efforts of the Senior Year Experience to encourage students to face the unfamiliar future with confidence. The second arrow also adds to the dynamic nature of the logo by providing a directional contrast to the reflection arrow. It is this dynamic element that presents graduation as an element of a continuous process.

#### *Integration*

The ellipse at the center of the logo represents integration, the act of combining past experiences and future aspirations in order to determine one’s next step in the transition process. The ellipse is a graphical connection between the arrows that represent concepts of reflection and transition, looking backward as well as forward.