

The East Carolina University athletics department implemented a new logo in January, but one thing is clear: Many students do not like it.

In an informal PNN survey taken on the ECU campus, 67 of 100 students polled said they preferred the old logo. Despite the lack of support from the students polled, the logo has received support and admiration from other sources.

On a national scale, according to USA Today Sports, ECU's new purple jerseys with the new logo ranked number 1 in the nation as "the freshest college football uniform." And in an online tournament for best logo hosted by the website Sportzedge, ECU's logo finished as one of the top eight in the country.

On a local level, perhaps the most important impact of the change is the financial implications. Despite it not being a full year after the logo was implemented and accurate estimates being difficult to give, both Athletic Director Jeff Compher and Associate Athletic Director of Administration Lee Workman predicted an increase of 4 to 5 percent in merchandise revenue from the previous year based on the success of the current quarter.

Compher also added the goal one day would be to cross the \$1 million mark in annual licensing revenue, but that the mark in 2013 was just over \$500,000.

The manager at UBE said the logo change has "increased business for sure." He did however acknowledge that some of the additional revenue can be attributed to the success of the football team this year.

According to Compher, "a logo is supposed to signify the university as a whole," and it was his goal to "create a new brand identity" as the school moved into a new athletic conference.

This goal was pursued by creating a new logo and changing the font used throughout the athletics department as a whole. Workman said the change was made to “increase brand awareness and institutional reputation” with a goal of “building a positive image for ECU that is consistent, recognizable and nationally respected.”

The manager at UBE said the athletics department hit a bull’s-eye with their aims to create a universally appealing brand that is consistent across all merchandise and uniforms.

Overall, the logo change has proved profitable and received positive reviews on a national level, and those involved stand by the decision to change it.

ECU's logo was changed this past January and the effects have been undeniable. Some of these effects have been positive and some have been negative.

Although only thirty-three percent of students polled in an informal, one hundred person P-N-N survey preferred the new logo, local merchandisers have backed up the logo change citing jumps in revenue this season.

The reaction to the change certainly seems to be positive everywhere other than on ECU's campus.

(24 seconds, 74 words)

The financial implications of the changed ECU Pirate logo and the critical reception:

<http://bit.ly/19AqwUw>

(107 characters, 17 words)