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Ignition Tradition?

A Case Study of the Florida State University Athletics Department's 2014 Logo Redesign

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Abstract

Brand marks are important representations of organizations. Over time, due to a variety of reasons, brand marks may cease to be effective representations and require redesign. In recent years, a number of sport organizations have undertaken efforts to design new or update existing brand marks. In this research, a detailed examination of the opinions and intentions of fans, stakeholders, and the public regarding the Florida State University (FSU) Athletic Department's redesign of FSU's primary logo is described, assessed, and discussed.

Keywords: *Sport organization, brand mark, logo, redesign, fan behavior*

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Introduction

As the opportunity to leverage and showcase brand marks has increased, having high-quality logos that reproduce well on both tangible and electronic mediums has become paramount. For sport organizations, which sell billions of dollars of licensed merchandise, effective branding can impact both marketing and financial goals (License! Global, 2016). Marketing and sales managers of professional sports teams usually have a large amount of resources at their disposal to utilize when creating and selling merchandise. In contrast, because colleges and universities often do not have the resources available to hire in-house licensing experts, they frequently outsource these tasks to IMG College Licensing (IMGCL), formerly known as the Collegiate Licensing Company. IMGCL represents nearly 200 collegiate-based organizations and “has paid its collegiate partners more than \$2 billion in royalties” since its inception (IMG College Licensing, n.d.). Athletics Departments and their marketing personnel provide high-quality brand marks (e.g., logos, symbols, pictures, designs, typeface, colors) to IMGCL, which then licenses those marks to goods and services manufacturers and providers.

According to data provided by *USA Today* (n.d.), from the 2014–2015 academic year to the 2015–2016 academic year, the rights and licensing revenues for the Florida State University (FSU) Athletics Department (a client of IMGCL) dropped from \$49,576,951 to \$36,140,389 (a decrease of \$13,436,562 or 27.1%). One reason that may have been and underlying cause of this decrease was the redesign of FSU’s primary Athletics logo, many fans’ subsequent dissatisfaction with the redesigned logo, and a follow-through on fans’ expressions of their desire not to buy licensed merchandise with the redesigned logo. Following the unintentional early release of the redesigned logo in April of 2014, FSU faced a public relations crisis due to backlash over the unhappiness on the part of many fans and stakeholders regarding the new brand mark. While a limited number of unscientific online polls provided anecdotal evidence of FSU fans opinions about the redesigned logo, no systematic research was undertaken. As a result, the purpose of this research was to examine the feelings, opinions, and behaviors of the public at-large and stakeholders, including FSU students, current and former student-athletes, boosters, and alumni related to the redesign of the FSU Athletics Department’s primary logo. The second purpose of this research is to discuss ways in which the process of logo redesign could have been improved.

Literature Review

For more than 25 years, scholars and practitioners have examined the importance of brands in their quest to determine how to create value for both customers and the organizations. One of the most important aspects of building a strong brand is the creation of a brand identity, which is often discussed in the context of brand equity. According to Aaker (1991), brand equity is composed of brand awareness, brand loyalty, brand associations, perceived quality, and

other assets such as patents and human resources. Upshaw (1995) noted that brand equity is “the total accumulated value or worth of a brand; the tangible and intangible assets that the brand contributes to its corporate parent, both financially and in terms of selling leverage” (p. 14). In sports, the brand equity of a team would include the value of the owners, management, coaches, players, the history of the team, the venue in which the team plays, television and sponsorship contracts, and brand marks, just to name a few.

In research on collegiate and professional sports, the importance of brand equity and brand identities has been explored. For example, Gladden, Milne, and Sutton (1998) concluded that understanding the components of brand equity, including symbols and logos, could result in sport teams improving their image and increasing their awareness in the marketplace and overall revenues. Additionally, Gladden and Milne (1999) found that sport teams could imbue their brand with additional meaning and importance through the design of their logo. In subsequent research in which the component of sport teams’ brand associations were identified and tested, brand marks, which include the logo, symbol, and colors, were assessed to have an effect on consumer attitudes and behaviors (Ross, 2006; Ross, James, & Vargas, 2006). As a result, one of the most important aspects of a sport brand is its logo and the meaning consumers ascribe to it.

There are a variety of reasons why an organization might want to redesign its brand marks (e.g., their logos). In some cases, as a brand ages, the ideas consumers associate with the brand marks may no longer be desirable (Keller, 1999). Peters (1999) noted the importance of having a good-looking logo that stands out in the crowded marketplace. Another reason redesign might be necessary is that a brand mark may no longer be an accurate representation of the company (Henderson & Cote, 1998). For example, brand marks and logos may be poorly designed, unrecognizable, or misunderstood (Henderson & Cote, 1998; Henderson, Giese, & Cote, 2004). While potential issues with logos and the risks associated with change, such as high costs, ineffective rebranding, and public outcry to return to the original logo have been well documented (see Muzellec & Lambkin, 2006; Sharma & Garikaparthi, 2013; Stuart & Muzellec, 2004), there is growing evidence that changing or redesigning a logo can have a positive effect on perceptions of the modernity of the brand, the evaluation of the brand, attitudes toward the brand, and various manifestations of brand loyalty (Müller, Kocher, & Crettaz, 2013; Walsh, Winterich, & Mittal, 2010).

In previous sport research on logo redesigns, multiple reasons for sport organizations and teams to redesign their brand marks and logos have been discussed. The reasons to redesign sport logos include increasing team merchandise sales, matching or reconnecting the organization to new personnel or facilities, attempting to break a history of losing or poor performance, updating outdated brand marks, adding new licensed products, and trademark protection against counterfeit merchandise (Ahn, Suh, Lee, & Pedersen, 2012; Bradbury & Catley,

2007; Grady & McKelvey, 2008). While limited in quantity and scope, the reported results of sport organizations redesigning their logos are both positive (e.g., increasing sales and revenues of rebranded merchandise, creating new history through a new logo, improving the image of the organization) and negative (e.g., nostalgia for a previous logo, lack of success [on-field/court or sales/business], abandoning the unique local name of a team) (Agha, Goldman, & Dixon, 2016; Ahn et al., 2012; Bradbury & Catley, 2007).

History of the Florida State University Seminole Logo

In 1970, two drawings of Native American warriors of the Seminole tribe completed by John Roberge were adopted by FSU as official insignias (Florida State University, n.d.). Around the time Bobby Bowden became the FSU football coach in 1976, one of Roberge's drawings became the primary logo for the Athletics Department (SportsLogos.net, n.d.). Outside of some color adjustments that occurred around 1990, the logo remained virtually the same until early 2014 (SportsLogos.net, n.d.). After FSU's football team won the Bowl Championship Series (BCS) National Championship Game on January 6, 2014, the FSU Athletics Department and its partner and sponsor, Nike, began final preparations for unveiling a new and comprehensive brand identity (Nike, 2014).

On April 2, 2014, images taken at Walmart were posted to social media and quickly spread throughout online FSU fan communities of a new FSU Athletics Department logo (Elliott, 2014a). Over the course of the following 24 hours, sources confirmed that the images taken at Walmart were indeed of the new FSU Athletics Department logo (Elliott, 2014b). Within 48 hours of the posting of the images online of the new logo, according to a Google search, more than 100 articles were written about the logo change in news media, social media, and online news outlets. In the following days, several informal polls were conducted. One of the most prominent polls on TomahawkNation.com asked, "How do you feel about the new logo?" and received 2,315 responses. In summary, 10% liked the logo, 13% thought the logo was okay, 21% were not really a fan of the logo, and 56% hated the logo (TomahawkNation.com, 2014).

On April 4, 2014, Jodi Slade, an employee (illustrator, animator, and designer) and alumna of FSU posted a redesigned "hybrid" logo to her personal blog that attempted to address many of the criticisms of the Nike-redesigned logo (Slade, 2014a). On April 11, 2014, FSU's new brand identity was officially unveiled prior to the football team's spring game. According to a press release from Nike (2014) on the same day as the unveiling, FSU requested assistance with evaluating, enhancing, and expressing the identity of the athletic program through updated, consistent, and high-quality brand marks. In addition to the FSU Athletics Department's desire to have brand marks that could be more consistently produced, it was hoped the resulting changes would ensure that "all FSU teams will have a new look that maintains the tradition of the past while reflecting a strong, youthful, and bold attitude that will take Florida State Athletics into the

future” (Nike, 2014). At the same time, FoxSports.com (2014) reported that the effort to update the brand marks included feedback from only a limited number of stakeholders, including student-athletes, coaches, administrators, boosters, and the Seminole Tribe of Florida, while the opinions of FSU fans themselves were largely not included.

In summary, on one side, there was an acknowledgment that the original logo did not reproduce well on merchandise and could undergo slight modifications, while on the other side, supporters passionately argued that the original logo represented important history and traditions of FSU and should not be redesigned. In an attempt to answer the question of how do various FSU constituents (e.g., students, student-athletes [past and present], alumni, boosters, public at-large, etc.) feel about the original logo, a hybrid logo and the new logo, in addition to questions related to whether or not fans and consumers would purchase merchandise adorned with the new logo, public opinion research was undertaken.

Methodology

After receiving IRB approval and collaborating with marketing research professionals and academics to create a public opinion questionnaire, data were collected about how respondents felt about Roberge’s original logo, Jodi Slade’s hybrid logo, and Nike’s new logo. In total, four individuals familiar with the purpose of the research were contacted about the face validity of the questionnaire, and there was universal (100%) agreement among all four individuals that the questions matched the purpose and scope of the research. The questionnaire included four sections: (1) respondents’ opinions about each of the three logos using semantic differentials (e.g., an 11-point scale (0-10), where “0=Hate the logo” and “10=Love the logo”) as the response choices; (2) respondents’ ranking of each logo in terms of their preference (e.g., 1=Most preferred, 2=Second most preferred, and 3=Least preferred); (3) single-item measures of past consumption behaviors and future consumption behavioral intentions (e.g., attendance at sporting events both in and outside of Tallahassee [the location of FSU], purchasing of FSU-branded merchandise, and wearing FSU-branded merchandise) related to the three logos; and (4) demographic questions. The demographic questions included asking each respondent about their relationship to the university (e.g., student, alumni, booster), self-identified level of fandom (a 5-point Likert type scale ranging from “strongly disagree” to “strongly agree” was used to respond to the question “I am a ‘die-hard’ fan of FSU athletics [e.g., the sports teams]), how long (if at all) they had been fans of FSU, age, gender, ethnicity/race, education and income.

Due to privacy laws, it was not possible to obtain contact information for FSU constituents (i.e., a representative sample of current students and alumni). As a result, while convenience sampling was used, multiple online data collection sites were identified in an effort to obtain a representative sample. A link to the online questionnaire was posted to 17 electronic forums and groups on social media

(e.g., Warchant.com, Facebook groups, LinkedIn groups). In addition, Internet records indicated that the link was also widely shared via both email and Twitter.

Approximately one month after the redesigned logo was officially released, the data collection began and continued for seven days. In total, 11,271 individuals clicked on a link to the online questionnaire, and 99.45% ($n=11,209$) agreed to participate in the research. After the data collection was completed, a process of cleaning the data was undertaken. After removing responses in which no data were collected, 6,922 participants' answers were subjected to subsequent screening for potential response bias. After a detailed analysis of questions on the survey intended to detect potential response bias, responses from 50 respondents were identified as likely untruthful (i.e., respondents failed to correctly answer questions included to assess potential response bias) and were removed. The resulting 6,872 responses were subsequently analyzed.

The respondents were 50.9% male, 49.1% female, 33.5 years old ($SD=11.4$), 50.5% single, 44.7% married, hailed from 49 of the 50 states with the majority living in Florida (66.9%) and 1.2% living outside the United States. Based on the data collected, 65.2% of respondents were alumni, 29.2% were booster club members, 11.0% were students, and 5.7% were current or former student-athletes. In addition to FSU-related respondents, 1,798 responses were identified from individuals who had no self-identified ties to FSU.

Results

The first set of questions asked respondents to rank each of the three logos (original, hybrid, and new) from zero to 10 (where "0=Hate" and "10=Love"). Across all respondents, the original logo received the highest rating (mean score of 8.8), followed by the hybrid logo (7.8) and the new logo (1.7). While there are an almost infinite number of possible respondent groups which could be examined (e.g., Hispanic females aged 18-34 with an income of \$100,000–\$149,999 per year), the results for 22 of the largest groups are shown in Table 1. For nearly every subgroup, the original logo was preferred, followed by the hybrid logo and then the new logo. The one exception was non-FSU fans (e.g., FSU fans for 0 years) slightly preferring the hybrid logo over the original logo.

The next set of questions displayed all three logos and asked respondents to rank the logos based on their personal preference for each. The results from the four most populous groups (all respondents, FSU students, FSU Alumni, and the public at-large) are reported in Table 2. Overall, there is very little variation between the four groups, with the total percentage who liked the original logo most ranging from 50.1% to 50.7%, while those who preferred the hybrid logo as their second most preferred ranged from 34.9% to 39.1%, and the number of respondents who least preferred the new logo ranged from 10.7 to 14.4%.

Table 1*Selected Groups of Respondents' Feelings about Each Logo*

	Sample Size	Original Logo (Roberge)	Hybrid Logo (Jodi Slade)	New Logo (Nike)
All Respondents	6,872	8.8/10	7.8/10	1.7/10
FSU Students and Alumni	4,967	9.0/10	8.1/10	1.6/10
FSU Student-Athletes	392	9.1/10	8.0/10	1.7/10
FSU Boosters	2,006	9.2/10	8.0/10	1.7/10
Public At-Large (i.e., those not directly affiliated with FSU)	1,798	8.2/10	7.0/10	2.0/10
The Most "Die-Hard" Fans of FSU	4,479	9.3/10	8.0/10	1.6/10
The Least "Die-Hard" Fans of FSU	217	5.1/10	5.0/10	2.3/10
FSU Fans for 16+ Years	4,107	9.1/10	7.8/10	1.6/10
FSU Fans for 0 years (i.e., never a fan of FSU)	136	4.0/10	4.1/10	2.4/10
18- to 34-Year-Olds	4,488	8.9/10	8.1/10	1.7/10
35- to 54-Year-Olds	1,766	8.8/10	7.5/10	1.7/10
55+-Year-Olds	495	8.5/10	6.3/10	2.3/10
Male	3,442	8.8/10	7.8/10	2.2/10
Female	3,323	8.9/10	7.8/10	1.2/10
White/Caucasian	5,550	8.9/10	7.8/10	1.7/10
Black/African American	177	8.8/10	7.4/10	1.7/10
Hispanic/Latino/a	404	8.9/10	8.1/10	1.5/10
Bachelor's Degree	3,845	9.0/10	7.9/10	1.6/10
Master's Degree	1,428	8.7/10	7.8/10	1.9/10
Doctorate/Terminal Degree	561	8.3/10	7.3/10	1.9/10
Income of \$0-\$24,999	663	8.7/10	7.8/10	1.9/10
Income of \$200,000+	434	8.7/10	7.7/10	1.5/10

Note: 11-point Likert scales (0-10) were used, where 0=Hate, 5=Neither Love nor Hate, and 10=Love

Table 2*Respondents' Ranked Logo Preferences*

	Sample Size ¹	Roberge's Original Logo	Jodi Slade's Hybrid Logo	Nike's New Logo
All Respondents	6,872	50.3%	37.5%	12.2%
FSU Students	758	50.3%	39.1%	10.7%
FSU Alumni	4,479	50.1%	38.8%	11.1%
Public At-Large (i.e., those not directly affiliated with FSU)	1,885	50.7%	34.9%	14.4%

¹ Some respondents indicated that they are both a current student (e.g., Master's or Doctoral degree-seeking) and alumni (e.g., received their Bachelor's and/or Master's degree from FSU), while other respondents did not answer the demographic questions.

Based on respondents' self-identified level of fandom, an independent samples *t*-test was conducted between the least and most die-hard fans (i.e., a 5-point Likert-type scale was used and anchored with "1=not a die-hard fan" and "5=die-hard fan"). For this question, 4,737 responses were analyzed with 233 respondents

identified as not die-hard fans and 4,504 respondents identified as die-hard fans. As shown in Figure 1, the mean scores for the original logo comparing die-hard fans ($M=9.3$, $SD=1.5$) to not die-hard fans ($M=4.9$, $SD=3.7$) were determined. According to the results of the t -test, there is a significant difference ($t=38.928$, $df=4,735$, $p<.001$) between die-hard and not die-hard fans in terms of how they feel about the original logo. For the hybrid logo, the mean scores for die-hard ($M=8.0$, $SD=2.4$) and not die-hard fans ($M=4.8$, $SD=3.4$) were also calculated. Based on the t -test results for the hybrid logo, there is also a significant difference ($t=19.150$, $df=4,735$, $p<.001$). In terms of the new logo, the scores were also recorded for die-hard ($M=1.6$, $SD=2.7$) and not die-hard fans ($M=2.4$, $SD=3.2$). After an examination of the results of the t -test ($t=-4.710$, $df=4,735$, $p<.001$), a significant difference between die-hard and not die-hard fans was found for the new logo.

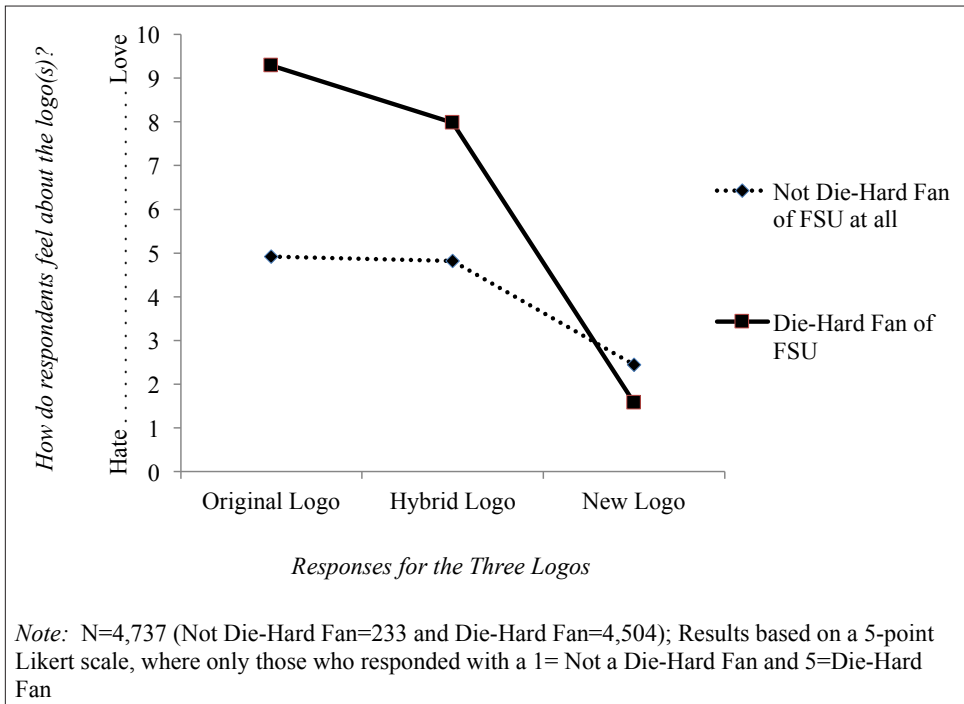


Figure 1. Differences between Not Die-Hard and Die-Hard Fans on their Feelings about each Logo

The final set of questions focused on respondents' behaviors in the past 12 months to their intended behaviors in the upcoming 12 months relative to the original and new logo. The four behaviors about which respondents were asked included attending FSU's games both in and outside of Tallahassee, the amount of FSU-branded merchandise they intended to purchase, and the amount of

FSU-branded merchandise they intended to wear during the two 12-month time periods (see Table 3).

Table 3

Respondents Past Behaviors and Future Behavioral Intentions

	Sample Size	Past 12 Months with Roberge's original logo	Upcoming 12 Months with Jodi Slade's hybrid logo	Upcoming 12 Months with Nike's new logo
Attend FSU Sporting Events in Tallahassee	6,872	3.4/5	N/A	3.5/5
Attend FSU Sporting Events Outside Tallahassee	6,872	2.9/5	N/A	3.0/5
How much FSU-branded merchandise did/will you purchase?	6,872	3.9/5	4.1/5	1.9/5
How much FSU-branded merchandise did/will you wear	6,872	4.2/5	4.3/5	1.9/5

Note: 6-point Likert scales (0-5) were used, where 0=Never/None and 5=Always/All the time

In terms of the effect of the change from the original logo compared to the new logo on attending sporting events in Tallahassee, there was a small increase in likelihood to attend a sporting event in Tallahassee (from a 3.4 likelihood rating to a 3.5 likelihood rating on a 5-point scale). Given a change to the new logo, there was a small increase in the likelihood to attend a sporting event outside of Tallahassee (from a 2.9 likelihood rating to a 3.0 likelihood rating on a 5-point scale). The effect of not changing the logo at all would result in self-identified increases for intention to purchase FSU-branded merchandise (from a 3.9 likelihood rating to a 4.1 likelihood rating on a 5-point scale), and intention to wear FSU-branded merchandise (from a 4.2 likelihood rating to a 4.3 likelihood rating on a 5-point scale). In contrast, the change from the original logo to the new logo would result in large self-identified decreases in intention to purchase (from a 3.9 likelihood rating to a 1.9 likelihood rating on a 5-point scale) and intention to wear (from a 4.2 likelihood rating to a 1.9 likelihood rating on a 5-point scale) FSU-branded merchandise in the upcoming 12 months.

Discussion and Implications

In terms of the results, FSU Athletics Department representatives indicated that during their two-year process of working on the new brand marks, the opinions of former and current student-athletes, current coaches, Seminole Boosters, and the Seminole Tribe of Florida were included. While the exact number of individuals included in this process is not known, it does appear that

several important constituent groups (e.g., students, alumni who were neither Seminole Booster members nor former student-athletes) were not included. In other words, the opinions of two of the largest groups of FSU stakeholders were not included. Moreover, groups like “current coaches” may have limited interest in FSU’s brand marks, because their job responsibilities include managing their teams and winning intercollegiate competitions, not what logos are used or displayed by the Athletics Department.

In addition, FSU Athletics Department representatives indicated that “you have to stop your focus group somewhere” (Slade, 2014c). While having too many opinions is a genuine concern in any data collection, modern survey research techniques can be utilized with great effect to gather the opinions of large groups of people. As noted by Slade (2014a), FSU had promoted the changes to the original logo as “subtle,” and the primary word FSU Athletics officials used to describe the changes was “refined” (Seminole.com, 2014). After the new logo first was photographed at Walmart and shared on social media, many people felt it had undergone much more than subtle changes or refinements (TomahawkNation.com, 2014). There is little doubt that because the logo was initially revealed on social media, rather than through more traditional university-controlled press releases and events, FSU was not able to control the narrative and effectively discuss the redesign process. However, as noted by Slade and others, FSU also may not have accurately represented the purpose and extent of the redesign (2014a, 2014b, 2014c).

Regarding the reported behaviors over the last 12 months compared to the intended future behaviors in the upcoming 12 months, the results indicated that the effect of not changing the logo would result in increases for both the amount of FSU-branded merchandise respondents intended to purchase, and the amount of FSU-branded merchandise they intended to wear (3.9 to 4.1 and 4.2 to 4.3 respectively), while a change from the original logo to the new logo would result in a large decrease between the last 12 months and the upcoming 12 months in terms of the amount of FSU-branded merchandise respondents intended to purchase, and the amount of FSU-branded merchandise they intended to wear (3.9 to 1.9 and 4.2 to 1.9, respectively). In previous research, this type of result has rarely been documented, in that such a large decrease in both the intention to purchase and wear team-branded merchandise would decrease because of the change in the team’s brand marks. For example, Ahn and colleagues (2012) displayed results showing that the purchase intentions of highly and lowly identified fans of merchandise with the each teams’ logo would increase due to a logo change. The results of this research indicate that opposite effect is present for FSU fans. These different results are perhaps indicative of FSU fans feeling strongly connected to the history and traditions of FSU as represented by the original (and hybrid) logos. However, it should be noted that at the time of data collection FSU had recently won a national championship in football, which may have positively influenced future sporting event attendance intentions.

Finally, Ahn et al. (2012) reported results that indicated that highly identified fans reacted negatively to logo redesigns, while lowly and moderately identified fans had a positive reaction to the same type of logo change. In the results shown in Figure 1, slightly different results are found. The die-hard (highly identified) FSU fans had a similar negative reaction to the new logo compared to both the old and hybrid logos, however, the not die-hard fans of FSU also had a more negative reaction to the new logo compared to both the old and hybrid logos. This should act as a cautionary tale for athletic administrators, marketers, and graphic designers when contemplating a substantial change to the overall brand identity of a college sport team.

In conclusion, Kaikati and Kaikati (2003) created a list of strategies that may mirror some of the challenges the FSU Athletic Department's redesign of its brand marks faced. First, as was noted earlier in this research, because the announcement and displaying of the redesigned logo happened on social media, rather than through a more controlled event, the phase-in/phase-out strategy that ties the original brand marks to the new ones could not be successfully completed. FSU fans had more than one week to vocalize their feelings through social media prior to the official announcement. Second, while FSU fans had been told that a subtle or refined approach had been taken with the redesign of the brand marks, when the actual reveal happened on social media, many fans perceived the changes as much more extensive than expected. Kaikati and Kaikati (2003) termed this the as the "translucent warning strategy." In other words, customers are alerted beforehand of the change, however in the FSU case, the changes were much more extensive compared to fans' expectations.

Another strategy that could be used to mitigate potential issues during rebranding would be to engage in crowdsourcing the (re)design of a logo. In the June 2006 issue of *Wired* magazine, Jeff Howe coined the term "crowdsourcing" (also termed as "user-generated content"), which he described as tapping into and using the talent of a crowd to complete a project or solve a problem (Howe, 2006). In a historical and legal review, Gibbons (2012) noted that crowdsourcing the creation of brand marks is not a new practice. For example, in early 2014, before their debut in Major League Soccer (MLS), the New York City Football Club (NYCFC) asked fans to submit logo designs for the team and vote on them (Edwards, 2014). In a press release published after voting had completed, NYCFC unveiled its official team badge and noted that more than 100,000 votes had been cast over the course of four days and fans appeared to be supportive of the new logo (New York City Football Club, 2014). Crowdsourcing the creation or redesign of an organization or sport team's brand marks and logos provides opportunities for consumers and fans to feel like they have a direct relationship with the team, because they can directly impact the identity of the organization through the production and choice of the team's brand marks and/or logos. In addition, the organization could also receive beneficial increases in brand equity through the marketing of the logo (re)design process.

Finally, organizations also have the opportunity to engage in retrobranding. During this process, organizations can maintain (i.e., not completely abandon) their previous brand marks (Kaikati & Kaikati, 2003). In sports, there are numerous examples of this, often called “throwbacks,” which occur when teams wear or produce merchandise modelled on a previous look or images related to the brand. In the case of FSU’s original logo, it could still be licensed and produced for consumption by fans in limited quantities. In an article posted on FoxSports.com (2014), in reference to apparel with the original logo, FSU Athletic Director Stan Wilcox is quoted as saying that teams “all have what is called ‘vintage’ apparel. You’ll still be able to get [merchandise with the original logo] through [stores and online]. So I think people that love the new logo will go out and buy the new logo.” While perhaps not ideal in terms of branding (i.e., having two separate logos), continuing to license and allow the production of merchandise with the original logo might appease a large cross-section of fans and consumers that have a strong preference toward the original logo.

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