

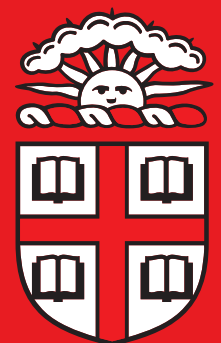
Brown Clubs

Logo Strategy and Design



The Problem

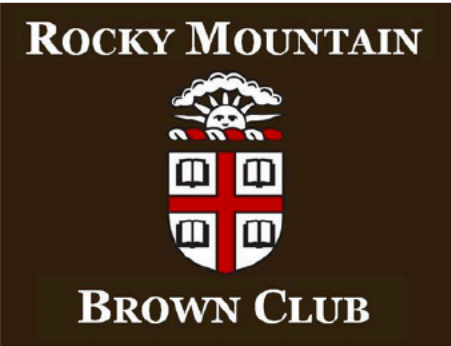
No true Brown Clubs brand



BROWN
Division of Advancement

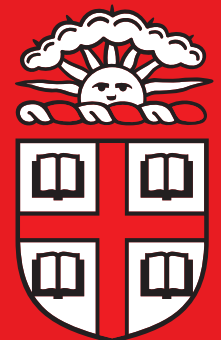


Current regional logos in use:



The Solution

Iconography depicting Brown University for Alumni



BROWN
Division of Advancement



The Van Wickle Gates



The Coat of Arms



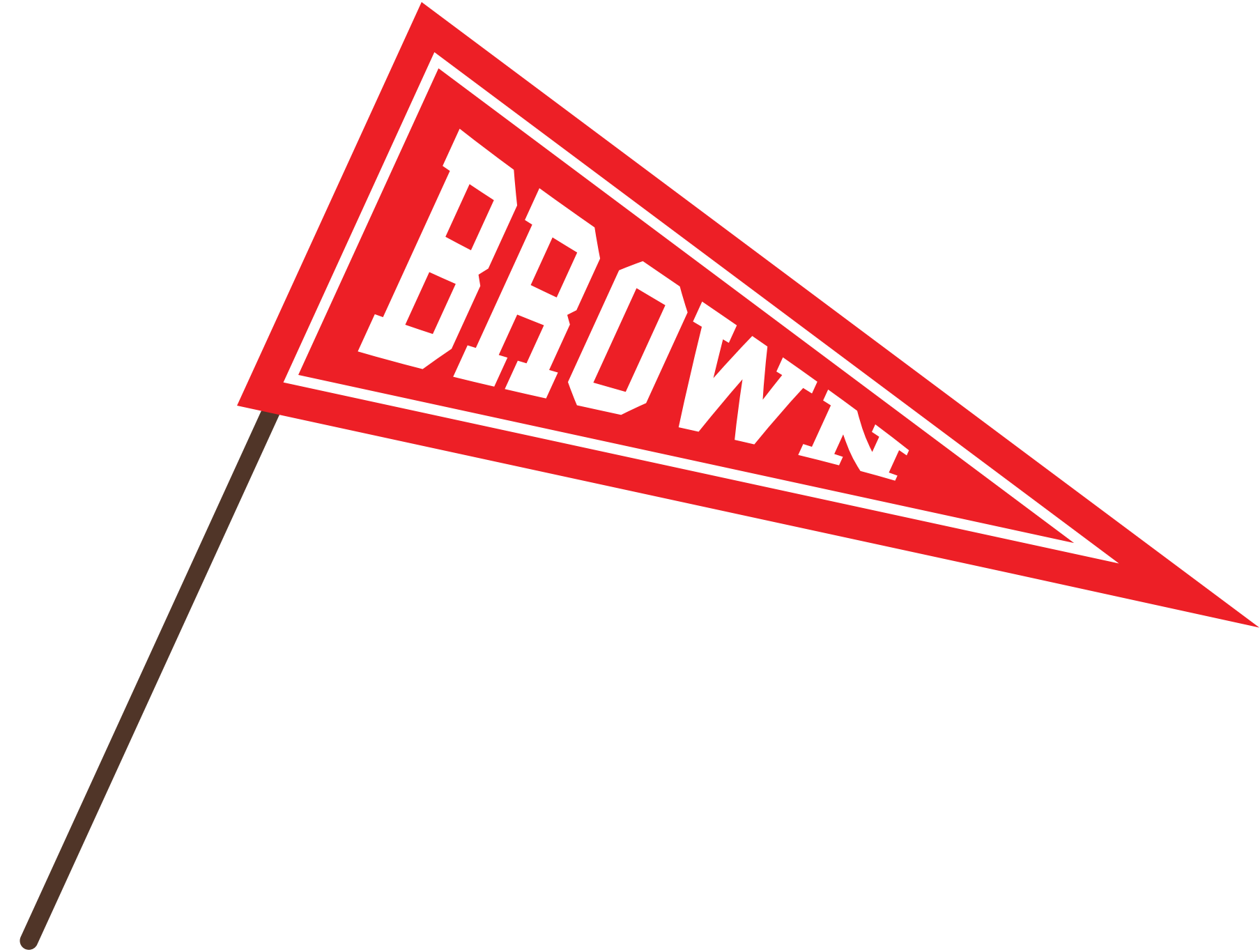
IN DEO SPERAMVS

The Brown Mascot



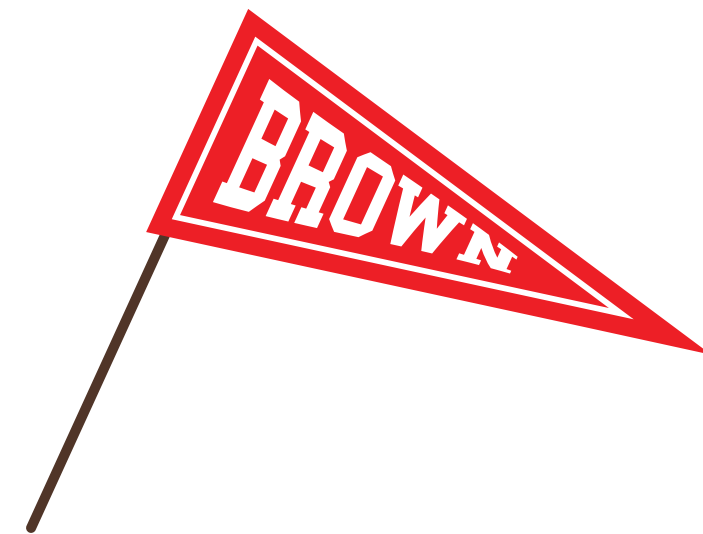


The Brown Pennants



BROWN

+



BROWN *Clubs* 

BROWN *Club* 
— RHODE ISLAND —

