Wesleyan Athletics FAQs

Q. Why did Wesleyan decide to update the athletic marks?
A. The new visual identity for Wesleyan Athletics was created in conjunction with the University’s core messaging project, which was unveiled in 2018. It provides Athletics with a clean and modern set of images that are consistent with the new overall look and feel for the University, while paying tribute to our past.

Q. The old Cardinal was popular; why change it?
A. We are introducing an updated visual identity system that sets the direction for Wesleyan Athletics for years to come, with all 30 of Wesleyan’s intercollegiate sports teams showcasing consistent colors, visuals, lettering and numerals. The old Cardinal was not an original drawing for Wesleyan, but rather was adapted from other sports teams. The new marks will set the Cardinals apart, celebrating the pride and rich tradition of Wesleyan academics and athletics, while serving as a contemporary representation of the Cardinals’ style of play.

Q. Who was involved in designing the new Cardinal?
A. The entire process of determining the new direction for Wesleyan’s overall visual identity was done in consultation with faculty, staff, students, and alumni. University Communications worked hand-in-hand with coaching staff to refine the new Cardinal.

Q. When and where will we start seeing the new marks?
A. The new marks were unveiled in August 2019. Updates will be made to the Athletics website, uniforms, collateral materials, and signage on a rolling basis, so as not to incur excessive costs.

Q. What is the “spirit mark” and how can it be used?
A. The spirit mark, the Cardinal head on its own, is a new mark being introduced for use by the whole University. It was clear over the years that faculty, staff, and students were eager to use the Cardinal in non-athletic circumstances—such as on t-shirts, banners and University vehicles—so this mark allows the Cardinal to be embraced by the entire Wes community while giving Athletics its own unique mark.

Q. How does this tie into the University’s new visual identity?
A. The new Athletics wordmark uses the University fonts—Copernicus and Replica—as a basis for its custom lock-up of “Wesleyan Cardinals.” “Wesleyan” is featured in Copernicus, to keep with the academic tradition of the University, while “Cardinals” is customized with elements of the Replica font. We’ve extended and angled the horizontal lines in the ‘A’ and ‘R’ to impart a feeling of forward motion and activity. In keeping with tradition, our color palette is very close to our original colors, but has been refined to ensure that colors are consistent across all of our channels (print, digital etc.)
Q. How can I purchase gear with the new marks?
A. Gear can be purchased in a number of different places. We will have a one-time pop-up store with unique gear that can be purchased from August 15–September 5, 2019. Fans can purchase gear year-round through our online WesGear store, as well as in the Wesleyan RJ Julia Bookstore on Main Street.