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WINTER 2001

PRESIDENT'S PEN	2
<i>Budget cuts present tough choices.</i>	
CAMPUS NEWS	3
<i>New Top Dawg, In The News..., Hollings Hall and Homecoming are featured.</i>	
SPECIAL FEATURE - A JUMBLE OF IMAGES	8
<i>A college committee is working to establish a single logo for the college.</i>	
NEWS FROM THE CITADEL ALUMNI ASSOCIATION	18
<i>Facts and figures on the college's alumni population.</i>	
CITADEL CLUBS	20
<i>Check the contact information for the local Citadel Club in your area.</i>	
NEWS FROM THE CITADEL DEVELOPMENT FOUNDATION	22
<i>We track the Annual Fund giving and see which classes are the most successful.</i>	
LEADERS IN EDUCATION	24
<i>Lt. Col. Herb Nath of the Daniel Library is profiled.</i>	
NEWS FROM THE CITADEL BRIGADIER FOUNDATION	26
<i>See what's cookin' at the Foundation's 13th Annual Dinner & Auction.</i>	
SPORTS	28
<i>Spring football has begun.</i>	
NEWS FROM THE CITADEL OFFICE OF INSTITUTIONAL ADVANCEMENT	30
<i>Classes have given generously.</i>	
ALUMNI FEATURE	32
<i>Henry A. "Bubba" Kennedy Jr., '70, retires as Executive Director of CAA but not from life.</i>	
ADMISSIONS REPORT	38
<i>Dawg Bites can be a good thing - see how the Admissions Office proves it.</i>	
FROM THE CORPS	39
<i>Cadet Medal for Valor awarded.</i>	
FROM WITHIN THE RANKS	40
<i>Personals, Weddings, Births, Provisional Appointments and Deaths.</i>	
HALF STAFF	53
<i>The Citadel mourns the loss of numerous staff members and retirees.</i>	
LETTERS	62
<i>A 1988 graduate shares his lost ring story.</i>	
CALENDAR OF CAMPUS EVENTS	63
<i>Plan your next visit to campus around the complete listing of upcoming parades.</i>	
PARTING SHOT	64
<i>The wrestling team uses its imagination.</i>	

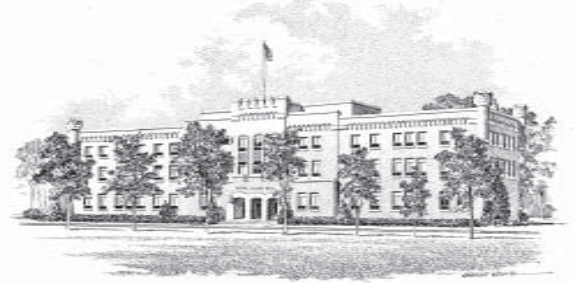
FRONT COVER PHOTO - BULLDOG BASKETBALL CELEBRATES VICTORY

Cadets raise Cliff Washburn (54) after defeating the College of Charleston in McAlister Field House.

BACK COVER PHOTO - MARCHING INTO SPRING

Cadet Major Dena N. Abrash, Regimental Band Commander, leads her company at a Friday afternoon parade.

What is The Citadel? – A jumble



Market research indicates that when alumni think of The Citadel, they are likely to think of tradition, a network of friends who value common experiences, or a sense of personal honor. Cadets think of leadership, self-discipline and challenge. Prospective students think about academics, military structure or the alumni network. Certainly all phrases describe a powerful institution that has lasting and positive effects on those who pass through Lesesne Gate.

emblem that consistently represents The Citadel. Therein lies a problem that a campus committee is attempting to remedy.

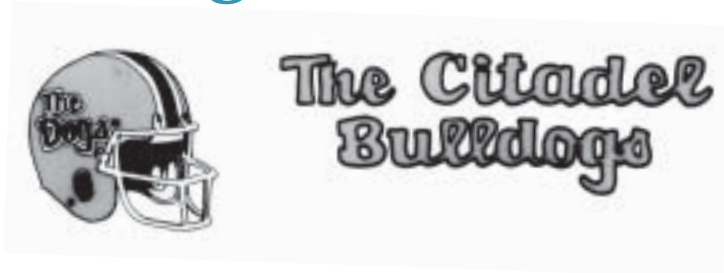
By various estimates, 30-40 variations of logos (many used through the years are shown here) represent The Citadel in our publications, letterheads and business cards. You will see on Citadel publications the college seal in a variety of colors and styles, lettering that might resemble wedding invitations or basic typewriter fonts, and a collection of images including PT Barracks, cadets, shakos, the ring, the bulldog, swords, a quill, or some artful combination of these. In the absence of graphic standards, creativity reigns and confusion is often the result. This variety of logos weakens the identity of The Citadel and costs time and money in the design and printing of various publications.

Conventional marketing wisdom suggests that a college's trademark or logo should be a unifying symbol reflecting the strengths of the institution. A good logo used consistently and without variation provides immediate identification to all constituencies. While everyone is familiar with the logos that brand giant companies – you will never see a Coca Cola sign in blue or a Nike swoosh embellished with curlicues – there is no

Last summer Major General



of images confuses the question.



Grinalds directed a logo work group to come up with a recommendation for graphic standards for The Citadel. The group, composed of representatives from public affairs, admissions, the alumni association, CGPS, the faculty, athletics, the print shop and the gift shop, investigated how other colleges have established graphic standards in the midst of a variety of logos. The group is following the process others have used to develop a graphic identity and hope to present a recommendation to the President and the Board of Visitors by June. It is the hope that The Citadel will begin to use a standard graphic identity by the beginning of the 2001-2002 college year.

Alumni have a vested interest in the adoption of graphic identity standards. A consistent and effective graphic standard will strengthen The Citadel's image into a clearly recognizable, consistent and

professional look in publications and other visual media. The Citadel seal, which appears on alumni diplomas, will be elevated to use with official documents or formal communications. Furthermore, a strong, consistent look will help with recruiting students and raising money, plus it will save time and money in printing costs.

At this point, opinions are being gathered to determine how different groups in The Citadel's family believe the college should be represented. A survey is on The Citadel's Web site and all alumni are encouraged to take a few minutes to complete the form and register opinions. Efforts are also under way to poll cadets, CGPS students, faculty, staff and other constituents.

The information that you and others provide will be the foundation of a positioning statement that will allow a graphic artist to develop a wordmark, symbol and guidelines on the proper use of these





graphic elements. The final logo must be one that represents the institution well, looks just as strong in black and white as in color, and can work well on a business card or a billboard.

Following are some of the parameters the logo committee has agreed upon:

The seal:

Nothing will be done to change The Citadel's official mark. In an appropriate size, the seal looks distinctive and academic. Yet seals usually make poor identity marks because they are difficult to distinguish in small sizes. The recommendation will be that the college elevate the use of the seal to official actions such as diplomas, academic certificates and other official agreements.



appearance to its name, unifying the identity of the institution.

Acceptable typefaces: Type that is used in connection with the wordmark will be defined by font and size. Such type would identify the different divisions and departments within The Citadel.

A primary color and accent color: The official Citadel blue is a color known as PMS 298. Because Citadel blue is not a standard color but has to be *built*, it is expensive to reproduce in wearing apparel. (Gift Shop Manager Vera Mims tries to save money by ordering apparel in Citadel blue in conjunction with orders from UNC-Chapel Hill.) There are standard colors close to Citadel blue that would be less expensive to use. In addition, the lighter blue is difficult to work with when a bolder color is needed for printed materials. Therefore, a primary and accent color as part of the graphic



A wordmark: A graphic signature for The Citadel will give a consistent image and





Board of Visitors THE CITADEL

C The Blue & White

The Citadel THE CITADEL THE MILITARY COLLEGE OF SOUTH CAROLINA CHARLESTON, S. C. 29409

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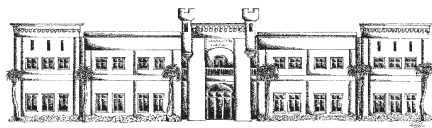
identity standard will be recommended.

Athletics: No recommendations will be made that would affect The Citadel's mascot, Spike, or the other established athletic logos.

The Gift Shop: While many colleges strictly regulate the guidelines regarding logos on paraphernalia sold in the Gift Shop, the group believes that there should be flexibility regarding apparel that allows the Gift Shop to follow current fashion. All printed material sold in the Gift Shop will conform to the graphic identity guidelines adopted by the college.

The Alumni Association, The Citadel Brigadier Foundation and The Citadel Foundation: Organizations that already have a separate identity mark should not be affected by the college's adoption of a standard graphic identity.





The transition: The committee believes that the transition to a standard graphic identity will require a year or more. Depart-

ments will be able to use their existing supplies of stationery, letterhead and other items. However, once a standard graphic identity is approved, any new materials should conform to the guidelines.

Express your opinion
Let us know how you think The Citadel should be represented by filling out the survey at <http://www.citadel.edu/pao/logo/logo.html>
If you would prefer to express your opinion via e-mail, contact us at logo@citadel.edu.

ments will be able to use their existing supplies of stationery, letterhead and other items. However, once a standard graphic identity is approved, any new materials should conform to the guidelines.

While there may be a variety of opinions about the artistic representation of the institution, the goal is to develop standards that will present The Citadel in a consistent, professional way. If it is done right, The Citadel and all its constituencies will benefit from this effort. ❖

Robert Sevier, a marketing

