

# The Bailey Herbarium Logo: A Brief History



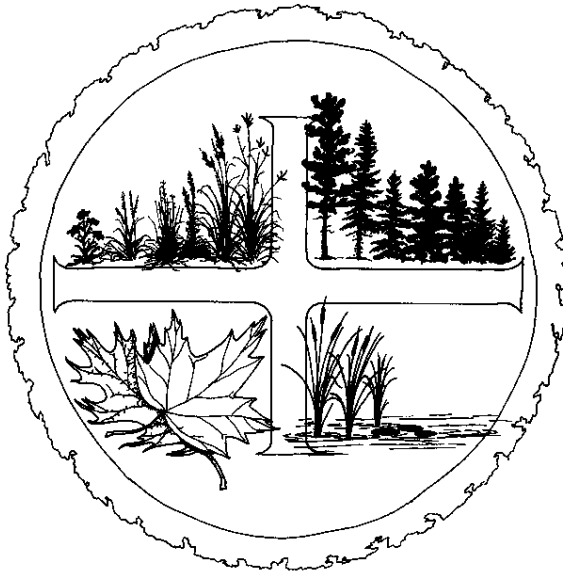
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In late fall 1998, the Herbarium sponsored a campus-wide contest to design a logo for our newly renovated herbarium. Several entries were received. The winning design was submitted by Ken Graeve (SJU 2001), an artistically-inclined biology major.



Ken's original design featured a cross dividing a cross-section of a tree (Fig 1). In each corner was an image representing four major habitats on campus including prairie, conifers, deciduous forest and wetlands. Although the concept and initial sketches were great, the logo never got used — in part because some additional work was required to format and ultimately simplify the logo.

In spring 2004 we recruited Eric Holmgren (SJU 2004), an art major from Rapid City, SD, with interests in graphic design/arts and printmaking, to put the finishing touches on

the logo. Eric, based on an idea by the herbarium curator (S Saupe), redesigned the logo based on Ken's original concept (Fig 2).

The cross motif remained at the center of the design and evolved into the initials for the herbarium (BH) while the circular "tree



format" was dropped (Fig 3). This evolved into converting the cross into the initials, B & H. The fonts used for "Bailey Herbarium" and "CSB|SJU" are Carlson and Trajan, respectively.

After the institutions changed web design, the logo was once again redone and modified by our campus graphic designer, Lori Gnahn, to the current logo (Fig 4). Lori's design featured elements of the church and pines, one of the signature plants of campus (*i.e.*, Swayed Pines, Behind the Pine Curtain).

The herbarium is grateful for the work of Ken Graeve, Eric Holmgren, Lori Gnahn on our logo.

