



The Whistle

WORK AND LIFE AT GEORGIA TECH • September 13, 2021

Georgia Tech

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Refreshing Our Visual Brand to Align With Our Mission

INSTITUTE COMMUNICATIONS

The Georgia Institute of Technology has revealed a new system of logos and visuals, unifying the community around a singular, widely recognized icon — the interlocking GT.

Over the past four decades, the interlocking GT has represented one aspect of the Institute — the competitive spirit of Georgia Tech athletics. As a result, the symbol is highly recognizable for parents, prospective students, and peer institutions.

The same interlocking GT will now serve to celebrate our entire dynamic community of students, alumni, faculty, researchers, and staff.

The interlocking GT logo is paired

see **BRAND**, page 4

REMEMBERING SEPTEMBER 11



Many recall the places they stood and the emotions they experienced when hijacked planes struck New York City's World Trade Center, the Pentagon, and a field in Shanksville, Pennsylvania — and yet the memories of September 11, 2001, represent an ever-changing legacy. **Read more on page 3.**

New Campus Initiative Encourages Active Transportation

BECKY JAMES
CAMPUS RECREATION CENTER

Atlanta is known for being a car-centric city. A new campus initiative from Campus Services seeks to challenge that perception. “Move Georgia Tech” will encourage the campus community to choose “active,” or human-powered transportation for traveling to, from, and around campus.

Georgia Tech’s campus can be traversed in 20 minutes on foot and is considered “very walkable.” With a Walk Score of 73, most errands on campus can be completed without the use of a car. Georgia Tech is also recognized by the League of American Bicyclists as a Gold Level Bicycle Friendly University, while Atlanta is included on *Bicycling Magazine’s* list of the “50 Best Bike Cities.” There are over 120 miles of riding infrastructure in the city, including a new protected Light Individual Transportation (LIT) lane on Spring Street through Tech Square.

Move Georgia Tech will promote the efficiency of active transportation and encourage the campus community to consider the impact of their transportation choices on their physical and mental health and the environment.

“Only 20% of the adult population get the 150 minutes of weekly exercise recommended by the American Heart Association,” says Caroline Dotts, interim senior director of Campus Recreation. “Walking to class or meetings and commuting by bike are convenient ways to integrate activity into your day and have proven just as effective at improving physical and mental health as a structured workout.”

Active transportation has been found to reduce stress and anxiety and increase positive mood, but you do not have to rely exclusively on an



Photo by Becky James

New temporary signs on campus provide wayfinding for those who are walking, biking, or using non-vehicular moves of transportation.

active commute to get the benefits. People who commute using public transportation average 19 minutes of activity per day, as they move between stops and their destination, and enjoy the same social connectivity as active commuters.

Walking and riding emit a fraction of the carbon emissions of driving. Georgia Tech is committed to being carbon neutral by 2050, and, as the transportation sector is responsible for 29% of greenhouse gas emissions in the United States, attainment of carbon neutrality will require that more members of the campus community choose sustainable transportation options. A 2021 study revealed that just swapping one car trip per day with a form of active transportation can have a significant impact on personal carbon emissions.

“The message of active transportation is empowering,” says Move Georgia Tech organizer Becky James. “The daily choice to walk, ride, or roll versus drive may seem small, but it is a change that we can implement now that will not only benefit the planet but our personal

Learn More and Get Moving

- Signage throughout campus will provide walking, riding, and rolling times to common destinations. Use the QR code to learn the most efficient route to your destination or create your own route incorporating the Tyler Brown Pi Mile, EcoCommons, and greenspaces throughout campus.
- Visit crc.gatech.edu/move to calculate the financial and environmental impact of your current commute and total carbon footprint.
- Join the Georgia Tech Biketober workplace team at lovetoride.net/atlanta and help the team by riding and encouraging others to ride.
- Download the Citymapper app (citymapper.com/atlanta) to compare routes and transportation options.
- Take the online Ride Smart class to learn about riding bikes and scooters in an urban environment.
- Discover campus resources for active commuters, such as shower locations, secure bike parking rooms, and bike repair and maintenance options, at bike.hwb.gatech.edu/active-commuting.

health. When you consider the potential for the collective impact of our campus community, it is exciting.”



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A PROMISE TO REMEMBER

Steven Norris
Insitute Communications

On a college campus like Georgia Tech, with each passing year, it becomes increasingly evident how 9/11 memories are shifting from recent remembrances to the chronicles of history. Each new entering class represents a growing generation with no personal recollection of the day's events. The accounts and stories now play a crucial role in the promise of remembrance. Read, hear, and watch stories from members of the campus community at c.gatech.edu/9-11.



Michael Arad (above) was only a few months out of grad school and had just moved to Manhattan as a young architect when tragedy rocked not just his own world but brought the entire nation to a standstill. On Sept. 11, 2001, he went to the rooftop of his building after hearing reports that a plane had hit the north tower at the World Trade Center. From that vantage point, he saw a second plane hit the south tower. When an open competition was held to find a design for a 9/11 memorial, the graduate from Georgia Tech's College of Design had his design chosen from more than 5,000 entries from around the world.



Before Gen. **Philip Breedlove** began teaching courses on global issues and leadership at Tech, he was a Georgia Tech student and ROTC cadet on campus. Not long after earning his degree, he was training to become an Air Force fighter pilot. That charted a path through the military that led him to the Pentagon, serving as the top assistant to the secretary of the Air Force. He was at the Pentagon when a plane struck it on Sept. 11, 2001.

Most days you can find **Kelly Griendling** on campus preparing the next generation of engineers. She serves as a lecturer in Georgia Tech's Daniel Guggenheim School of Aerospace Engineering. But 20 years ago, Griendling was on campus for a different reason. "I had an 8 a.m. class. It was Psych 1000, which is the new GT 1000 now," she said. She was only a few days into her first year as an aerospace engineering student at Tech when terror struck America.



Finalists Chosen in College of Design Dean Search

Five finalists have been chosen in the College of Design dean search. As part of the final selection process, all candidates will visit campus and present an open seminar addressing their broad vision for the College of Design. The hour-long seminars are open to all students, faculty, and staff. Interested individuals can attend in person or watch a post-event video of each candidate's presentation

Additional details, including each candidate's bio and curriculum vitae, as well as links to the post-event videos and feedback surveys, are available on candidate pages via the links provided below. Please note that Georgia Tech login credentials are required to access all candidate pages.

All seminars will be held at 11 a.m. in Room 152, Clough Commons. For those who have already presented, videos of their presentations are available at provost.gatech.edu/design-dean-search.

Candidate No. 1
Mariana Amatullo
Tuesday, Sept. 7

Candidate No. 2
Christoph Lindner
Thursday, Sept. 9

Candidate No. 3
Ellen Marie Bassett
Tuesday, Sept. 14

Candidate No. 4
Kern Maass
Tuesday, Sept. 21

Candidate No. 5
Marlon G. Boarnet
Thursday, Sept. 23



BRAND, from page 1

with newly designed wordmarks for the Institute and complemented by an evolved illustration of the Seal — the Institute's most formal, longstanding mark. The new version of the Seal retains the core elements of the shield, bearing the state symbol, the eternal flame symbolizing knowledge, and the gearwheel of technology. An unwavering commitment to Progress and Service is presented more prominently and legibly. Campus audiences have expressed interest in expanded use of the updated Seal for academic and research communications, and the brand style guide includes examples of opportunities for that formal brand expression.

Both refreshed symbols are true to the white and gold colors that have been part of Tech's identity since 1891, while officially presenting navy blue as a primary contrast color.

The refreshed visual identity was developed to closely align with the Institute's 10-year strategic plan, launched in 2020, that lays out a mission to develop leaders who advance technology and improve the human condition. The entire visual identity package that includes photography and design guidelines in addition to the new set of Institute wordmarks has been created to reflect Georgia Tech's core values focused on students, diversity, and innovation.

"Like our strategic plan, we wanted to ensure our new visual identity reflected the varied voices and perspectives of this community. With thousands of insights collected, we believe our new look will best match our bold steps forward — with people, the members of this community, and our mission at the center of it all," said President Ángel Cabrera during his official unveiling at the Institute Address on Sept. 2.

Having served us well for 25 years, the graphic symbol for the Kessler Campanile spire will be retired as part of the primary Institute logo in this visual identity refresh but will still be represented widely through imagery. Buzz and the Ramblin' Wreck remain unchanged as the iconic, spirited mascots that have represented Georgia Tech for decades.

Visual Identity Refresh Effort

Building on the foundation of the Institute strategic plan, the visual identity brand refresh was accomplished by an in-house collective of campus brand stewards, including designers, communicators, and staff members from the academic units and operational divisions of the Institute with additional guidance from an outside branding firm.

The group began the design process with a deep dive into Georgia Tech's visual history, and review of alumni and audience surveys, market research data from Institute Communications, and input gathered during the appreciative inquiry portion of the strategic planning process. Next, they hired Atlanta-based brand agency Matchstic to provide an outside perspective of Georgia Tech's position among competing university brands and recommendations for the in-house creative team. An April 2021 survey of campus audiences and alumni affirmed broad recognition of the interlocking GT as a symbol for the entire Institute. The creative team worked from May to July 2021 to develop fresh concepts around the shared symbol. The collective sought ongoing feedback from an advisory group including representatives from the undergraduate and graduate student bodies, faculty, administrators, support staff, and communications and marketing professionals.

Read more at news.gatech.edu.