Mad Jack’s Makeover

By: Kelsi Craig

The last time I wrote about Jack, I was joking about him getting his guns taken away, but now, this is no joke. This isn’t about Jack getting his gun taken away, but rather about his new do! The old mountaineer man will still stand, but there has been a new face appearing and evolving for quite some time now.

Around last January, Western State Colorado University tried to up the appearance of the logo. Many students, along with prospective students, were asked what they thought of the logo. The university found that the old “WSCU” logo very boring and that it lacked in promoting Western State Colorado University. In an effort to fix this problem, Western hired a company out of Denver called Bearings Brandings. This company helped the university look at the logo, examine the assets of the university, and create a new brand that appeals to the public and the students. This process began and eventually we came up with the “W” we all know of today, unveiled to us during the spring semester of 2013. The entire purpose of the “W” was to convey the university to the outside world and to attract prospective students. It also represented all the students Western has now and what we stand for.

This came in what we could call a “package deal,” so since we got the “W” logo revamped, Jack deserved a makeover, too, right? The old, plain looking Jack just didn’t match the new and improved “W”; he needed to look just as good!

Brian Barker, the director of Marketing and Media Relations at Western, has been working on this. With the help of Bearings Branding, Jack received a new look! The new marketing department took the new Jack around and showed him to prospective students, Western athletes, faculty, and, of course, current students. The feedback was positive and everyone seemed to like the new mascot.

The unveiling of our new mascot was the event to be at. There were several speakers there to express their excitement about the mascot. Gary Pierson, Vice President for Student Affairs and Dean of Students, along with Katie Roos, the Student Government Association President, as well as Brad Baca, the interim president at the time, all spoke at the unveiling.

On this same day, Baca signed a declaration. This declaration was the start of something new for everyone here at the university. Crimson and slate are the new popular things to see around campus on Fridays. “Mountaineer Spirit Friday” has been declared for everyone to demonstrate their Mountaineer spirit and pride. Everyone can get excited about Western, and this excitement conveys to current students and prospective students the spirit of Western. Because of this declaration, pictures posted on Twitter and other social networks were covered with crimson and slate. #WesternUp is the new hash tag associated with our new look. In pictures students post, they can use this hash tag to promote Western.