USU Eastern Adopts New Athletics Logo, Signs with Under Armour | Eastern

04/28/2016

An updated design for the USU Eastern Eagle has been unveiled. It represents USU Eastern's athletic teams.

USU Eastern's athletics department also signed a five-year contract with Under Armour to become the exclusive provider for athletic uniforms and apparel.

Utah State University Eastern's Athletic Department has adopted a new Eagle logo to be used for campus sports. The logo carries on the Price campus' Eagle mascot tradition while introducing an updated look and feel more closely aligned with Utah State University's visual identity.

Along with the new logo, the athletic department signed a five-year contract with Under Armour to become the exclusive provider for athletic uniforms and apparel.

USU Eastern, who competes in the Scenic West Conference of the National Junior College Athletic Association, has seen steady growth over the past several years in its sports teams. Adding men’s and women’s soccer two years ago brought more student athletes to campus and created a demand for other schools in the conference to add soccer to its athletic line up. Starting in the fall, three more teams: softball, rodeo and dance, will make a presence on campus.

“We’re very excited about adding teams to our athletic department,” said Greg Dart, vice chancellor of student affairs for USU Eastern. “The new logo and Under Armour contract will raise the image of all of our teams and athletes and the institution as well.

“It’s great for everyone, we get more activities to attract students to USU Eastern which helps our overall enrollment, and our sports teams are a great link to the community.”

Dart said the process for developing the new logo was smooth from the start. USU Eastern’s new Eagle logo was created at no cost to the school through utilizing design resources available to USU Eastern through USU’s Student Marketing and Communications (SMAC) office in Logan.

The campus will incorporate the new logo and programs into the Bunnell-Dmitrich Athletic Center over the summer. Plans include murals in the entrance, adding the new logo to the basketball court, and adding the new logo to walls and areas around the building.

Plans for updating the weight and fitness equipment, which serve the community as well as the campus athletes, are being made as well.

Dave Paur, who has played, coached and been involved with USU Eastern athletics for several decades, added his excitement about the changes and potential they bring to USU Eastern. Paur serves as USU Eastern’s athletic director and BDAC manager.

“All of this news means good things for our department and the institution,” Paur said. “New teams, new look and feel, each bit of it builds off the others and the result is we’re creating new opportunities for students to play collegiate sports, get a quality education and grow the image of our school.”

Street banners featuring the new logo will go up this week throughout the community. The banners serve to highlight the campus with graduation approaching on April 30, and promote the new logo throughout town. Gear and apparel featuring the new logo will be available at the campus bookstore starting in the fall.

The fall 2016 USU Eastern athletic lineup includes men’s and women’s soccer, men’s and women’s basketball,
women’s volleyball, baseball, softball, rodeo, cheer and dance.

These teams attract students from local communities and around the state, and will also include several international students from throughout the world.

Stay informed about USU Eastern’s team schedules and other athletic news at the website.