EXPLANATION OF THE SEAL OF THE AGRICULTURAL
AND MECHANICAL COLLEGE OF OHIO

Of all the geometric forms, the pyramid is considered the
most stable and immovable. We therefore take it as a type
of durability, and to signify the fixedness and perpetuity of
our Institution.

In arts, science, and letters, may be included all human
knowledge; but as agriculture is the chief occupation of man,
and underlies and supports all, we give it a distinctive and
honorable place at the base of our superstructure, which we
rear upon the broad and solid platform of knowledge—knowledge
in the concrete.

We make, then, four grand divisions in our edifice:
First, Agriculture. Second, as Art precedes Science in the
order of development, it is placed next above agriculture, and
is here used in its broad sense, comprehending both the me-
chanic and polite arts.

Next comes Science, including Philosophy and all sys-
tematized and classified knowledge.

As the outgrowth of all, marking the refinement and in-
tellectual status of a country, now come Letters, including
all languages and literature.

Above and crowning all, we place the Lamp of Know-
ledge, by which we intend to signify that the Agricultural and
Mechanical College is a light on a high place, to illuminate
all that comes within its sphere.

On motion, the device was approved and accepted unanimously, as
the Corporate Seal of the Board of Trustees for the Agricultural and
Mechanical College of Ohio.

On motion, it was

RESOLVED, That at 2 o'clock P. M. the Board would
proceed to visit the College farm and consult with the Execu-
tive Committee and Superintendent as to the arrangements
necessary for the coming season.

The Board now adjourned, to meet at the Neil House at 2
o'clock, and proceed to the farm, and with the addition of Messrs.
Noble and Trumbull (who arrived on the noon train), after spending
the afternoon in a careful examination of the farm, the Board re-
turned, at 5 o'clock, to the Neil House, and adjourned to 10 o'clock
tomorrow.
Seal, First official

March 8, 1871

Designed by Joseph Sullivant, Sec. Bd. of Trustees

Used 1871-1878
X 13007  Seal                May 1, 1878

Revised at time of name change

Used 1878-1914
Added THE Ohio State University
Used 1914-1940
Professor Thomas E. French now presented to the Board the design for a new official seal for the Ohio State University, with the following description:

In the center the shield, wreath and crest of the Coat of Arms of the University, adopted November fifth, 1838, with the founding date, 1870, in line with the wreath, surrounded by the words

THE OHIO STATE UNIVERSITY COLUMBUS

Upon motion of Mr. Dargusch, seconded by Mr. Thompson, the above description and design for a new seal for the University were approved by unanimous vote, with the understanding that this seal will replace the design which has been used heretofore just as soon as the new dies may be cut.

Upon motion of Mr. Dargusch, seconded by Mr. Atkinson, the Board of Trustees, by unanimous vote, expressed its deep appreciation to Professor Thomas E. French for his kindness and generosity in preparing and presenting this new design for the official seal of the Ohio State University.
Designed by Thomas E. French
Adopted by Board of Trustees
as official seal: April 8, 1940.
The Ohio State University

hereby confers upon

the degree of

together with all the rights, privileges and honors appertaining thereto in consideration of the satisfactory completion of the course prescribed in

In Testimony Whereof, the seal of the University and the signatures as authorized by the Board of Trustees are hereunto affixed.

Given at Columbus on the seventeenth day of December in the year of our Lord nineteen hundred forty-three.

Chairman of the Board of Trustees

President of the University

Secretary of the Board of Trustees
The Ohio State University
hereby confers upon

the degree of

together with all the rights, privileges and honors appertaining thereto in consideration of the satisfactory completion of the course prescribed in

In Testimony Whereof, the seal of the University and the signatures as authorized by the Board of Trustees are hereunto affixed.

Given at Columbus on the thirty-first of August in the year of our Lord nineteen hundred fifty-one.

Chairman of the Board of Trustees
President of the University
Secretary of the Board of Trustees
ARMS OF THE OHIO STATE UNIVERSITY

Gules, on a chevron engrailed argent between in chief two open books or, and in base a buckeye leaf and fruit slipped proper, an annulet of the first. Crest—On a wreath of the colors a truncated pyramid on a base or, ensigned by a flame proper. On the pyramid the words LETTERS, SCIENCE, ARTS, AGRICULTURE and on the base the word KNOWLEDGE.
Motto—Disciplina in Civitatem.
THE KIT KAT CLUB
APRIL 20, 1943
Mr. Howard Dwight Smith  
University Architect  
Ohio State University  
Columbus 10, Ohio

Dear Mr. Smith:

Receipt is acknowledged of your letter of 17 October 1951 in which this Office was requested to assist in the redesigning of the Ohio State University seal.

The coat of arms of the Ohio State University has been carefully studied. It is not unusual for humorous things such as a face (caricature) to appear in a coat of arms and therefore does not seem to be reason enough for making a change. It should be borne in mind that age and continuous use add historic value to a coat of arms.

However, if a change is desired the proposed arrangement does not improve the situation. Now it would be two eyes and a large open mouth with chin-whiskers. It seems to be the two books used with the circle that causes the trouble. The sketch showing a silver background and gold books is incorrect heraldry inasmuch as it violates the basic law that metal must not be placed upon metal or color upon color. The buck-eye can be placed upon either metal or color because it is described as "proper" which means "in natural colors." It is not considered the best heraldry to place lettering or figures on the shield, therefore it is recommended that they be omitted. The wreath should be of six pieces, alternating silver and red, the silver being first.

A sketch has been prepared showing a possible arrangement that would eliminate the difficulty by using only one book. The blazon would be as follows:

Gules, within an annulet argent surmounted in base by a buck-eye leaf and fruit slipped proper, an open book or.
Ohio State University

The two sketches inclosed in your letter are being returned.

Very truly yours,

[Signature]

ARThUR E. DUBoIS
Chief, Heraldic Branch
Research and Development Division

3 Incls
1-2. Sketches
3. Suggested design
Mr. Howard Dwight Smith
Ohio State University
Columbus 10, Ohio

Dear Mr. Smith:

In reference to your recent letters concerning the adoption of a new seal for Ohio State University.

The design of the proposed seal as submitted is in proper form and good heraldic taste.

This Office has no knowledge of any official agency or office established to register or record coats of arms or seals in the United States.

The system of showing heraldic colors in black and white drawings is known as "trickling". An illustration showing all of the usual heraldic colors and a few additional examples developed and used by the Department of the Army for its particular requirements is inclosed. A complete listing of tricklings is contained in "A Complete Guide to Heraldry" by Fox Davies.

The American Color Card Association has coded many colors and shades as the standard for commercial use. For the purpose of developing a drawing for the ROTC standard, a print of the college seal with the colors painted in the shades desired is sufficient unless the school colors are involved. If that is true, samples of material in the correct shades should be included. The cloth samples submitted will be matched to cable numbers as closely as available standards permit.

If this Office can be of any further assistance please request us to do so.

Very truly yours,

Arthur E. Dubois
Chief, Heraldic Branch
Research and Development Division

2 IncIs
1. n/c
2. Chart of Heraldic Trickings
<table>
<thead>
<tr>
<th>Color</th>
<th>Heraldic Term</th>
<th>Expressed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>OR</td>
<td>Dots</td>
</tr>
<tr>
<td>SILVER</td>
<td>ARGENT</td>
<td>Plain</td>
</tr>
<tr>
<td>RED</td>
<td>GULES</td>
<td>Vertical lines from top to bottom</td>
</tr>
<tr>
<td>BLUE</td>
<td>AZURE</td>
<td>Horizontal lines from side to side</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>Heraldic Term</th>
<th>Expressed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>SAILE</td>
<td>Horizontal and perpendicular lines crossing each other</td>
</tr>
<tr>
<td>GREEN</td>
<td>VERT</td>
<td>Diagonal lines extending from the dexter chief to the sinister base</td>
</tr>
<tr>
<td>PURPLE</td>
<td>PURPURE</td>
<td>Diagonal lines extending from the sinister chief to the dexter base</td>
</tr>
<tr>
<td>ORANGE</td>
<td>TENNE</td>
<td>Diagonal lines extending from the sinister chief to the dexter base, traversed by perpendicular lines from the top to bottom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>Heraldic Term</th>
<th>Expressed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUFF</td>
<td>BUFF</td>
<td>Diagonal broken lines extending from the dexter chief to the sinister base</td>
</tr>
<tr>
<td>MAROON</td>
<td>SANGUINE</td>
<td>Diagonal lines crossing each other</td>
</tr>
<tr>
<td>CRIMSON</td>
<td>CRIMSON</td>
<td>Vertical lines alternating with diagonal broken lines extending from the top to bottom</td>
</tr>
<tr>
<td>BRICK RED</td>
<td>BRICK RED</td>
<td>Broken vertical lines from top to bottom</td>
</tr>
</tbody>
</table>
April 7, 1952

University Cabinet:

In pursuing the study for revisions of the Coat-of-Arms and the Seal of the University as requested by the President, I find that it is desirable to establish the official colors, scarlet and gray.

I have investigated the several methods of classifying colors and find that the Munsell Color Chart, recognized by the United States Bureau of Standards, has been used extensively for identifying colors for many years.

I have also conferred with three agencies on the campus most frequently concerned with the choice and use of University colors, the Print Shop, the Alumni Office and Public Relations. From all of the samples collected the University Architect's Office has chosen a combination of the two colors which seem to be most typical and at the same time most harmonious and pleasing.

The samples thus chosen, identified by cards accompanying this report, have been compared with the Munsell Color Chart and are designated by Munsell chromaticity coordinates as follows:

Scarlet: Red = 5.0 R 4/12

Gray Neutral = N 6.5/0

I recommend that this designation be approved and transmitted to the President for presentation to the Board of Trustees for adoption as the official University colors.

Yours very truly,

Howard Dwight Smith
University Architect

U.S. Dept. of Commerce
Nat. Bureau of Standards
Circular #478
COLORIMETRY by Deane B. Judd
Minneapolis 1950.

(See in file of Institution of Optometry)
University Cabinet:

The Board of Trustees at its meeting on April 2, 1940 adopted a new official seal. The center of that seal consisted of the shield, wreath and crest of the Coat-of-Arms which had been adopted on November 5, 1938. Following is an excerpt from the minutes of the April 8, 1940 meeting.

"Professor Thomas E. French now presented to the Board the design for a new official seal for the Ohio State University, with the following description:

"In the center the shield, wreath and crest of the Coat of Arms of the University, adopted November fifth, 1938, with the founding date, 1870, in line with the wreath, surrounded by the words, The Ohio State University Columbus."

Consistent with the recommendation made this day for the revision of the University Coat-of-Arms I recommend the revision of the University Seal in accordance with the drawing submitted herewith, described as follows:

"In the center the shield, wreath and crest of the Coat-of-Arms (as most recently adopted) with the founding date below the wreath and the motto of the University (Disciplina in Vivitatem) below the shield, all surrounded by the words Discipline."

The Ohio State University Columbus.

It is noted that, aside from the revisions based upon the newly recommended Coat-of-Arms, the only additional revision is the inclusion of the University Motto within the circle of the seal.

I recommend that the diagram of the new seal be approved and transmitted to the President for presentation to the Board of Trustees as a substitute for the present seal.

Very truly yours,

Howard Dwight Smith
University Architect
THE OHIO STATE UNIVERSITY
BUSINESS OFFICE

To Mr. H. D. Smith
Department of University Architect

Columbus, Ohio,
April 11, 1952

At the meeting of the Cabinet held April 10, 1952, the following action was taken:

The Cabinet concurred with the University Architect that the diagram depicting the new University seal should be transmitted to the President for presentation to the Board of Trustees as a substitute for the present seal.

Very truly yours,

G. H. Siebert
Secretary

RECEIVED
APR 11 1952
UNIVERSITY ARCHITECT
The history of the Ohio State University seal

The latest versions of the Ohio State University Seal and the Coat-of-Arms were designed by University Architect Edward Dwight Smith and accepted by the Faculty Council at a meeting in early April and officially approved by the Board of Trustees, April 14, 1952.

The new insignia represents a simplification of the seal designed by the late Professor Thomas E. French, '95, adopted by the Board of trustees, April 7, 1940, and the coat-of-arms, accepted November 5, 1938. All the basic symbolism of these two insignia designed by Prof. French are retained in the simplified designs.

Joseph Sullivan, member of the first Board of Trustees of the old Ohio Agricultural and Mechanical College, designed the initial seal which was accepted by the early trustees March 8, 1871, and had been used continuously until 1940.

The official seal of the Ohio State University (adopted April 14, 1952) is intended only to be in black and white; the coat-of-arms has been designed for color as follows:

Official scarlet and gray colors on the coat-of-arms are specified in the Munsel Color Chart (officially accepted color guide of the U. S. Bureau of Standards) as:

Scarlet - Red 5.0-R 4/12
Gray - Neutral N-6.5/0

Colors as they appear on the coat-of-arms are:

Face of the shield is in scarlet, with the "O" in silver gray.
Book is in gold, as is also the pyramid with scarlet flames, foliage around shield and motto ribbon at bottom.
Buckeye leaf and fruit is in light green.
Wreath at bottom of pyramid is in scarlet and silver gray (the plain area is gray).
History of The Ohio State Seal

The latest versions of the Ohio State University Seal and the Coat-of-Arms were designed by University Architect Howard Dwight Smith, accepted by the Faculty Council and officially approved by the Board of Trustees.

The new insignia represents a simplification of the seal designed by the late Professor Thomas E. French, '95, adopted by the Board of Trustees, April 7, 1940, and the coat-of-arms, accepted November 5, 1938. All the basic symbolism of these two insignia designed by Prof. French are retained in the simplified designs.

Joseph Sullivant, member of the first Board of Trustees of the old Ohio Agricultural and Mechanical College, designed the initial seal which was accepted by the early trustees March 8, 1871, and had been used continuously until 1940.

The official seal of the Ohio State University (adopted April 14, 1952) is intended only to be in black and white; the coat-of-arms has been designed for color as follows:

Official scarlet and gray colors on the coat-of-arms are specified in the Munsel Color Chart (officially accepted color guide of the U. S. Bureau of Standards) as:

Scarlet—Red 5, O-R 4/12
Gray—Neutral N-6, 5/0

Colors as they appear on the coat-of-arms are:

Face of the shield is in scarlet, with the “O” in silver gray.

Book is in gold, as is also the pyramid with scarlet flame, foliage around shield and motto ribbon at bottom.

Buckeye leaf and fruit is in light green. Wreath at bottom of pyramid is in scarlet and silver gray (the plain area is gray).

Football Program: October 31, 1953.
Seal and Coat-of-Arms

Revised versions of the official Ohio State University Seal and the Coat-of-Arms were designed by the late University Architect, Howard Dwight Smith, accepted by the Faculty Council at a meeting in early April, 1952, and officially approved by the Board of Trustees on April 14 of that year.

The new insignia represented a simplification of the coat-of-arms adopted by the Board of Trustees on Nov. 5, 1938, and the seal, accepted on April 7, 1940. All of the basic symbolism of these two insignia, designed by the late Prof. Thomas E. French, was retained in the simplified designs.

Joseph Sullivant, member of the first Board of Trustees of the old Ohio Agricultural and Mechanical College, designed the first seal, accepted by the early trustees on March 8, 1871, and used until 1940.
On February 18, 1977, President Harold L. Enarson gave final approval for a new logo and letterhead for The Ohio State University following a year-long study by the Logo and Letterhead Committee in conjunction with a design consultant.

The Committee's goal was development of a general logo for University-wide use to replace the myriad of logos and other devices presently used by the 17 colleges and approximately 130 schools, departments, academic faculties, and divisions that make up the University. The primary purpose of this effort was to give the University a more consistent image and to make recognition and recall of the University an easier function.

With the exception of the University Seal, no logo previously existed for the entire institution. The seal was designed and will remain as an official item to be used on diplomas and other official documents of the University and for other special purposes. While Ohio State has attempted to use this seal as a logo, its complexity and detail make it difficult to recall and reproduce, and its age renders it ineffective in reflecting the University's present-day diversity.

Because the official seal does serve a legitimate and necessary function, it was not the Committee's purpose to redesign it but to develop a more general and suitable device which would enhance the visibility of the institution. The new logo is to be used in applications in which the use of the formal University Seal is inappropriate.

A design consultant, Richardson/Smith, advised the Committee on the development of a logo and letterhead and on the development of guidelines for the use of these items.

After a thorough investigation, the Committee recommended the use of the letters "OSU" in the design of the new logo. This decision was derived from two factors: the official name of the institution "The Ohio State University" is difficult to use where quick recognition is necessary, and most highway signs, newspaper headlines, and the like now commonly use the abbreviation OSU when referring to the University.

The Committee also stipulated that the logo always must be accompanied by the words "The Ohio State University," that it must be reproducible in both one and two colors, that it be clearly readable, and that it be adaptable for sizes ranging from a small business card to that needed for large campus signage.

The Committee's primary application of the logo was for letterhead and envelopes. The previous letterhead, although standardized, had several shortcomings. The seal at the top of the page was difficult to reproduce. The old design did not clearly establish a margin to use in typing the letter. It was difficult to obtain readable facsimile copies from the letterhead. And envelopes presented a special problem — they had to be printed on two sides, thereby adding greatly to the cost.

This guide explains the policies now in effect for the use of the University's new logo and provides information for the preparation of various types of printed materials used by Ohio State faculty and staff. All policies mentioned in the guide apply to all campuses of The Ohio State University.
University Seal

The official seal of The Ohio State University was designed originally as a device to be embossed in either wax or foil upon diplomas and other official documents of the institution.

Where possible, University offices should substitute the use of the new logo for the use of the official seal of the institution. Attempts to use the seal as an identifying symbol are rarely successful, especially in diameters less than two inches. The interior type and detail were not intended for this purpose when the seal was first developed by Joseph Sullivant in 1871. The present seal was redesigned and adopted by the Board of Trustees in 1940 and revised in 1952. Its use should be limited to certificates, legal documents, diplomas, and items of an equally substantial nature.
October 22, 1981

President Edward H. Jennings  
205 Administration Building  
190 North Oval Mall  
Campus

Dear President Jennings:

Attached herewith is a special report which has been prepared at my request by Jean Hansford from the Office of Campus Planning relative to the seal of the University. I have carefully reviewed this report and I think it is thorough and covers all of the salient information that you might wish to have on hand in connection with the proposal to modify the seal.

Prior to the presentation of a formal recommendation to the Board of Trustees, some review of the proposal might be in order. Specifically, I believe the following group(s)/persons should be consulted relative to this matter: the President’s Staff, the Council of Deans—and perhaps the Director of Alumni Affairs. I think the review process ought to be limited to those groups because the proposed change is minor and is intended only to reflect the present-day circumstances of the University. Upon completion of such review, the next step would be to present the proposal to the Board of Trustees for their approval.

It occurred to me that the “unveiling” of the revised seal might be staged as part of the Presidential inaugural activities. Such a ceremony would be symbolic of the state/national/international scope of the University’s activities today and the need for continued development of this broad geographic orientation. Because of lead-time requirements we might plan on initially using the new seal for the June, 1982 commencement.

I hope this material is helpful to you in your consideration of the seal design. If the proposed consultation process is acceptable, I will be happy to arrange for an appropriate time for you to meet with these groups.

Cordially,

Madison H. Scott  
Secretary

Attachment
Statement of Principles: Recommendation of the Report

1. The report which follows recounts the historical basis, development and significance of the Seal of the Ohio State University. It attempts to provide a perspective on the evolution of the seal, the only authentic certification of the official activities of the University, and it discusses the landmarks which brought the seal to its current configuration.

2. From the University's beginnings, when Joseph Sullivan envisioned a broad program aimed toward establishing a great state university, until the present, as the vision has gradually become a reality, the specific city related to the founding of the institution has been an integral part of the seal. Now, of course, that designation is inappropriate to indicate the scope of the University or its standing in higher education. Instead of one, the University has many locations and its impact and influence transcend state and even national boundaries; its presence is felt in all 88 Ohio counties, its campuses are in six Ohio cities and its programs are national and international in application.

3. It is therefore recommended that the seal be modified once more - not to alter its historical significance, its formal validity or its appearance - but to recognize a consequence of the coming of age of the University, the principle that identifying one city on its seal gives short shrift to all the other locations in which the University exists in one form or another.

4. The design illustrated below is recommended for adoption as the official seal of The Ohio State University.

---

Proposed Seal
I. Origin of the University Seal

1. Joseph Sullivant, member of the first Board of Trustees, was a strong advocate for (1) locating the land grant college made possible by the Morrill Act in the Columbus area, (2) insuring that it was truly a state university, not simply a college for utilitarian education, and (3) adopting an organizational structure which would embrace "both the polite and the practical and utilitarian arts of man". Largely as a result of his efforts, the Neil farm was selected as the site for the Agricultural and Mechanical College of Ohio. Further, the discussions of the first Board were directed early toward the idea of a comprehensive institution and the first organizational structure reflected that. It consisted of departments of agriculture; mechanic arts; mathematics and physics; general and applied chemistry; geology, mining and metallurgy; zoology and veterinary science; botany, horticulture and vegetable physiology; English language and literature; modern and ancient languages; political economy and civil polity. It was the structure advocated by Joseph Sullivant.

Then, on March 8, 1871, the Board adopted a seal designed and presented by Sullivant which was an expression of his educational philosophy; his intent apparently was to represent in the seal his ideas on the broad purpose and the perpetuity of the institution.

2. Sullivant's seal (fig. 1) consisted of a central figure of a pyramid, considered the most stable and immovable of the geometric forms, thereby indicating durability. The pyramid was placed on a solid platform inscribed with "knowledge" and the superstructure contained four divisions: at the base is "agriculture", the principal occupation of man during that era, followed by "arts" used in its broad sense to include both the mechanical and polite arts, then "science" to indicate all systematized knowledge and philosophy, and finally "letters" to represent refinement and intellectualism. Atop the pyramid he located the lamp of knowledge signifying that the institution is a "light on a high place to illuminate all that comes within its sphere".

Figure 1.

Figure 2.
3. The first revision to the seal (see fig. 2, page 1) was brought about by the change in the name of the institution from the Agricultural and Mechanical College of Ohio to The Ohio State University. It was a "housekeeping" action resulting from the name change only, accomplished on May 1, 1878.

4. The second revision (fig. 3), like the first, was accomplished only for the sake of accuracy. The official name of the institution was (and, of course, still is) The Ohio State University. In 1914, the seal was changed again to include the word "The".

II. The 1940 University Seal

1. On November 5, 1938, the Board of Trustees, by unanimous vote, accepted a proposed design for a new University coat of arms (fig. 4) which had been prepared by Professor Thomas E. French, then chairman of the Department of Engineering Drawing. The design incorporated the current University seal's main feature, Sullivant's pyramid, and the newly-adopted University motto.

2. The Board acted again on April 8, 1940, on the efforts of Professor French, this time to consider a new seal for the institution based on the coat of arms adopted in 1938. The proposed seal (fig. 5) embodied the coat of arms, which included the shield and the pyramid used as a crest, those features surrounded by a border containing the name and location of the institution. The motto, Disciplina in Civitatem or "Education for Citizenship", was not incorporated into the design of the seal by Professor French.
3. The elements of the new seal were described in heraldic language for the consideration of the Board which was interpreted as follows: On a red shield there is a gray chevron on which is a red 'O', and in the upper third of the shield two gold books symbolize the chief business of the University. The crest is the pyramid used in the original seal. Other than the objective of combining the symbols described above with typical heraldic features, there is no other significance in the 1940 seal.

III. The 1952 University Seal

1. When Professor Thomas French designed the seal adopted in 1940, one purpose was to conform to the rules of heraldry for coats of arms, in the case of the University seal the basis for its design. Therefore, it was consistent of University Architect Howard Dwight Smith to explore heraldic principles in 1951 in the process of preparing his proposal for a new seal. On October 17 of that year, he wrote to the Quartermaster General of the United States Army requesting review and comment on his proposed design in terms of heraldic guidelines. More significantly, he explained that his enquiry was brought about by the fact that the "University Administration desires to revise the central detail of the present official coat of arms". His letter pointed out to the Quartermaster General that "the present coat of arms (which had become the central feature of the seal) presents in effect a caricature of a Hibernian face, with a small red nose, gold eyes and green chin-whiskers". What Mr. Smith was referring to, of course, was the effect created by the open books (eyes), the chevron (drooping mouth and cheeks), the 'O' (nose), and the buckeye leaves (whiskers). However, his sketches evidently didn't solve the problem - the reply to his letter stated "the proposed arrangement does not improve the situation. Now it would be two eyes and a large open mouth with chin-whiskers". Mr. Smith's sketches (which have not been located) apparently kept the two books of Prof. French's coat of arms and seal.

2. The Quartermaster General proposed minor revisions to Mr. Smith's design, correcting colors in terms of heraldic standards, showing only one book, removing letters from the shield and suggesting other small changes. The final design was presented to the Board on January 14, 1952, with a statement about the research completed by Mr. Smith and the comment, "...our present seal takes on the aspect of a face and...it might be desirable to prepare a revision of it." The Board requested the President's Office to determine what campus sentiment was concerning the revision and to bring the proposal back to the Board at a future date.

3. On April 14, 1952, after "further consideration and approval by the University Cabinet and the University Faculty Council", the proposed seal (fig. 6) was again presented to the Board and was approved unanimously.

Figure 6.
The official University seal used today is depicted in Figure 6. Note that the final design developed by Mr. Smith with the assistance of the U. S. Army incorporates the University motto not included in the 1940 seal. At the time of its adoption, the Board also approved standardized colors for scarlet and gray based upon the Munsell color system, an internationally-recognized system which enables the colors to be used correctly anywhere in the world.

IV. The 1977 Logo and Letterhead Guidelines

On February 18, 1977, the University adopted a new logotype and letterhead for general campus use. Prior to that time, only the University seal was used throughout the entire institution as a logo, a use which was inconsistent with its official status. The Guidelines developed for using the new logo and letterhead explained that the seal was inappropriate for the uses being made of it - the interior type and details were not intended for those purposes and, at the scale in which it was being used, it tended to be read as a small gray circle with no real significance. University offices were directed to use the new logo in the future in most applications, reserving the seal for diplomas, important documents and other official uses.

V. The 1978 Commercial Seal

1. With adoption of the logo and letterhead guidelines which provided guidance for the use of the seal on campus, along with the previous registration of the seal with the United States Patent Office (an action approved by the Board in September 1974), administrative control over its use was established in virtually every application. The registration action was primarily intended to provide more control over the use of the seal by those not connected with the University, principally commercial vendors. However, any use of the seal for other than official purposes was considered to be inappropriate by the Administration. Therefore, a "commercial seal", an unofficial version was designed and then approved in July of 1978.

2. The commercial seal (fig. 7) differs from the official seal in several distinctive ways: the inscriptions on Sullivant's pyramid have been removed and the geometric shape simplified; the wreath below the pyramid has been deleted and the date of the institution's founding placed on the base of the pyramid; the University's motto has been omitted entirely and many of the fine details in the central figure - the shield - have been removed or simplified. The general character of the seal remains unchanged, however, and few recognize that the seal is not the official University seal.
VI. Miscellaneous Information about the University Seal

1. Ohio Staters, Incorporated, a campus service organization conceived in 1933, has been responsible for many projects and improvements which have either served or benefited the institution. Brochures prepared by the organization which list their accomplishments contain mention of involvement in "University Seal Design". Research into the files of the group, however, reveals no information about the extent of that involvement and interviews with long-term members were unsuccessful in pinpointing how the organization participated. One can speculate, perhaps, that the controversy alluded to in Howard Dwight Smith's concern about the appearance of the seal (see III.1., above) was general on the campus at that time and Ohio Staters, Inc., may have also been instrumental in urging that the seal be revised, in what manner is unknown.

2. Most people on campus and many alumni as well are aware of the carved mahogany replica of the official seal which is displayed in the Fawcett Center for Tomorrow. Carved by Stephen E. Rennackar, JD'70, and presented to the University in 1970 by the artist, the replica is an accurate representation of the seal in every respect but color.

3. The political origins of the seal are covered in I.1. and I.2., above; no other political aspects or influences have been found, although the revision of French's seal by Howard Dwight Smith has political overtones that it was apparently brought about by the potential for ridicule of the institution due to the caricature-like appearance of Professor French's work, unrecognized at the time it was adopted.

4. Tradition has seemingly been well-served in the history of the University seal; Sullivant's seal has, in form, survived to this day through the perpetuation of the pyramid motif and the incorporation of heraldic principles in later versions has established a traditional aspect of great formality, because the standards of heraldry are international in scope and have been consistent for centuries.

5. Consideration of the aesthetic aspects of the seal, a subjective exercise, is difficult at best. The seal of the University is well-balanced and attractive in many ways and is easily recognized for what it is. Howard Dwight Smith was a remarkable man and his accomplishments in architecture are well-known and include Ohio Stadium, the Golf Course Club House, Columbus City Hall, the Columbus Central Police Station, Bexley Junior High School, and many others. For his work on Ohio Stadium, he was awarded the Gold Medal of the American Institute of Architects, the most prestigious award an architect can receive in this country. There is little doubt that his design for the seal, prepared as it was after diligent research into the principles of seal design and benefiting as it did from his recognized skills, is a superior solution regardless of individual opinions.

VII. Sources of Information

The information in this report was garnered from: Minutes of the Board of Trustees, articles in the OSU Alumni Monthly and OSU onCampus (the faculty/staff bulletin), Logo and Letterhead Guidelines, histories of the University by Alexis Cope, by William A. Kinnison and by James E. Pollard, correspondence from the University Archives, material from Photo Archives and interviews with various individuals on and off campus.
October 22, 1981

Mr. Jean D. Hansford  
Campus Planning and Space Utilization  
8 Administration Building  
190 North Oval Mall  
Campus

Dear Jean:

I want to take a moment to express once again my deep appreciation for the fine work you did in preparing a special report on the seal of The Ohio State University. I turned to you initially because I know that your work is thorough and carefully executed, but I must say that your report far surpassed all of my expectations. In a word, the document you delivered was superb.

I am transmitting the report to the President today along with a cover letter which incorporates some mutual thoughts regarding consultation and eventual public presentation. As an afterthought, I decided to leave your name off the cover of the report—not with any intent of denying you full credit for your fine work, but because it might erroneously appear that the recommendation for the change had originated in the Office of Campus Planning, and I felt that this might have some adverse political implications for you and the Office of Campus Planning. The credit for the outstanding research work is certainly all yours, and I have so informed the President.

Again, many thanks.

Cordially,

Madison H. Scott  
Secretary

MHS:mm

cc: President Jennings

[Stamp: RECEIVED  OCT 26 1981  OFFICE OF CAMPUS PLANNING]
The Ohio State University

hereby confers upon

the degree of

together with all the rights, privileges and honors appertaining thereto in consideration of the satisfactory completion of the course prescribed in

In Testimony Whereof, the seal of the University and the signatures as authorized by the Board of Trustees are hereunto affixed.

Given at Columbus on the twelfth day of June in the year of our Lord nineteen hundred eighty-one and of the University the one hundred and twelfth.

Chairman of the Board of Trustees

President of the University

Secretary of the Board of Trustees
Present
Proposed
Seal
John Kleberg [jrkleberg@icloud.com]

Sent: Tuesday, October 15, 2013 2:35 PM
To: Chute, Tamar

Tamar: Enjoyed the item in the Alumni Magazine on the Seal. I'm sure you know but likely short on space, but just in case, the year of founding 1870 was added when Ed Jennings was president and the former seal with Columbus in that place was modified. Remember sitting in the President's Staff meeting when it came up. Always fun things.

Hope all goes well. Drop in from time to time on Lake projects which still fascinate me.

John
THE OHIO STATE UNIVERSITY COMMERCIAL SEAL

This artwork is provided for one-color reproduction of the Commercial Seal. Specifications of color breaks for four-color process reproduction can be provided by the Licensing Program.

Scarlet
Gold
Gray
Black
Green
Gold
Scarlet
Brown

Please Note: This seal is sometimes placed on a red or gray garment, thus, the transparent part of the seal will become that color.
If you wish to use the seal with any other color arrangement, it will be necessary to obtain approval from the Licensing Department.

This design was adapted around 1984-85 per Cindy Murphy in Trademark Licensing Services. 11-24-92.
A History of
The Ohio State University Seal & Logo

A presentation for 803.03
Professor David Richter

Ty Goehring-Lee
February 11, 1988
The Ohio State University Seal & Logo

The only official symbol of The Ohio State University was the seal until 1977 when the "OSU" logo was designed. In 1974, the name of the university and the seal were registered as collective membership marks with the U.S. Patent Office.

Also in 1974, the Board of Trustees granted authority for the licensing of the University's name and seal to help support the university's scholarship program. Subsequent logo designs have also been registered. Ohio State was the first university in the country to have a licensing program. In fiscal 1986, $456,000 was earned in royalties.

**Seal**

A Board of Trustees document from March 4, 1871 explained the meaning of the seal of the Agricultural and Mechanical College of Ohio.

Of all the geometric forms, the pyramid is considered the most stable and immovable. We therefore take it as a type of durability, and to signify the fixedness and perpetuity of our Institution. In arts, science and letters, may be included all human knowledge; but as agriculture is the chief occupation of man, and underlies and supports all, we give it a distinctive and honorable place at the base of our superstructure, which we rear upon the broad and solid platform of knowledge - knowledge in the concrete.

The explanation goes on to state the four divisions of Agriculture, Arts, Science and Letters are placed in a hierarchy. Above all, the Lamp of Knowledge which signifies that the college "is a light on a high place to illuminate all that comes within its sphere."

The first seal was designed by Joseph Sullivant, secretary of the first Board of Trustees, and accepted in 1871 and used until 1940. In 1878, the seal was changed to reflect the name change from the Ohio Agricultural and Mechanical College to The Ohio State University. In 1914, the word "the" before Ohio was added to the seal. In 1940, Thomas E. French (1895 graduate) designed a new seal that had in the center the shield, wreath and crest of the Coat of Arms and "1870" in line with the wreath surrounded by the words.

In 1952, university architect Howard Dwight Smith revised the seal (and Coat of Arms) in order to simplify them. According to a news release of May 23, 1952, all the basic symbolism had been
retained in the simplified designs. This symbolism included the open book, buckeye leaves, shield, pyramid, etc. (See Coat of Arms below.)

On July 11, 1986, the Board of Trustees approved a revision to replace the word "Columbus" on the seal to "1870" effective July 1, 1987. In their resolution the trustees stated, "in its role as Ohio's land-grant institution, the university serves the entire state of Ohio ..." In a Columbus Dispatch article of July 12, 1986, Ohio State President Ed Jennings said the university made the symbolic move to reflect its growth in size and importance since the seal was first created in 1871. (The first seal did not contain the word "Columbus," that was added in 1878.)

Jennings also said, "This action serves as a symbolic reaffirmation to the people of Ohio that our university is truly their university." Members of the Columbus community were upset when "Columbus" was dropped from the seal. Headlines like, "City brass unhappy with new OSU seal," appeared in the Columbus Dispatch and Lantern. However, the controversy did not last long.

This latest change from "Columbus" to "1870" at the bottom also eliminated the regional campus seals in favor of the single seal. The regional campus seals had their city names at the bottom.

When the university registered the seal as a trademark, they limited its use to official documents. This created a problem with vendors who wanted to use the seal -- a popular symbol. On July 12, 1978, the Board of Trustees approved a modified seal for commercial use that was completed by the University Architect's Office. The commercial seal does not have the lamp of knowledge, words inside the pyramid and the ribbon across the bottom. Also the commercial seal's shield is reversed from that of the official logo.

**Coat of Arms**

The Coat of Arms was adopted by the Board of Trustees on November 5, 1938 and designed by Thomas E. French. Revisions to the Coat of Arms (and seal) were approved in April, 1952.

Sometime around 1977, the name of the Coat of Arms was changed to the Presidential Crest. No changes were made in the design. The Ohio State University Visual Identity Guidelines states, "The Presidential Crest was adapted from the University Seal and should not be used without the permission of the Office of the President." In reality, the Presidential Crest was adapted from the Coat of Arms because it was designed prior to the seal. The seal adapted its design from the Coat of Arms.

The Latin, "Disciplina in Civitatem," means "Education for Citizenship."
Name use and Logo

Since 1870, when the university was founded as the Ohio Agricultural and Mechanical College, its visual identity has changed time and time again. For example, the logo in 1874 was a serif typestyle completely different from the 1875 letterhead in which the name used three different typestyles.

The name was not used consistently from year to year and within years (1897) and departments.

A University-wide Logo and Letterhead Committee spearheaded the drive for a new logo that was designed by the firm of RichardsonSmith in 1977. The Logo and Letterhead Guidelines state that the goal of the committee was to develop a "general logo for University-wide use to replace the myriad of logos and other devices ..." This was to give the university a more consistent image and to make recognition of OSU easier. The committee recommended the use of the letters "OSU" in the logo because "The Ohio State University" is difficult to use for quick recognition and for highway signs, etc. However, the guidelines do state that the logo must always be accompanied by the words "The Ohio State University." The typestyle of the first logo was helvetica.

In December 1986, the logo was changed to its present form. According to Lynn Kuivila of University Publications, it was a well-known fact in their office that Ed Jennings did not like the "OSU" logo. David Hoover, Director of University Publications attended a conference and saw Penn State's logo and liked it so much that he was motivated to create a new logo for Ohio State. An employee of University Publications created the logo, but does not want to be associated with it and has since left the university.

The new logo is derived from the Palatino typeface. According to an Ohio State news release quoting Malcolm Baroway, executive director of university communications, "the typeface presents a sense of history, tradition and academic integrity. " The release states that the logo is a symbolic and practical shift away from the initials "OSU" to the full name. This is a diametrical turn from just a decade before. Using the full name also avoids confusion with Oregon State and Oklahoma State.

Baroway also said that using the shorted "Ohio State" give the name a sense of modernity.

This recent logo change came at a convenient time as the phone number exchanges were being converted from 422 to 292. This provided a cost rational for printing new letterhead and publications.

Official colors are PMS 429 (gray) and a PMS special color, 12 parts warm red and 2 parts rubine red, create "Ohio State Red." However, it is not required that designs be printed in these inks.
The Ohio State University.

OHIO STATE.

OHIO STATE BUCKEYES.

Buckeyes.

GO BUCKS.

Brutus Buckeye.
Trustees approve change in University’s official seal

At its July 11 meeting, Ohio State’s Board of Trustees approved a revision of the University’s official seal. The new version of the seal replaces the word “Columbus” with the year of the University’s founding, 1870. The revised seal was adopted for all official University uses effective July 1, 1987.

The trustees’ action also eliminated the regional campus seals in favor of the single revised University seal. The regional campuses had incorporated their city names in their seals.

In their resolution adopting the revised seal, the trustees noted that “in its role as Ohio’s land-grant institution, the University serves the entire state of Ohio through its missions of teaching, research and related public service.”

“This action serves as a symbolic reaffirmation to the people of Ohio that our university is truly their university,” President Jennings said at the meeting.

“We exist to serve the entire state, through the educational opportunities that we provide to its sons and daughters; the knowledge that is revealed through our wide-ranging research undertakings; and the efforts that we lead to improve the quality of life for our neighbors and fellow citizens.”

The original University seal was adopted in 1871 and was designed by Joseph Sullivant, a member of the first board of trustees and a prominent figure in the early history of the University.

Sullivant’s seal was used until 1940 when a new design by the late Professor Thomas E. French that incorporated the present symbols was adopted. The trustees in 1952 approved a revision of the seal done by the late University architect, Howard Dwight Smith.
Seal Revision Approved by Board

The official University seal has taken on a slightly new look.

In its July meeting, Ohio State's Board of Trustees voted to revise the long-standing official emblem of the institution.

The new version of the seal replaces the word "Columbus" with the year of the University's founding, 1870. Use of the new seal will be phased in during the upcoming year.

The trustees also eliminated the regional campus seals in favor of the single revised University seal. In the past, regional campuses have had their city names incorporated into their seals.

In the resolution adopting the revised seal, the trustees noted that "in its role as Ohio's land-grant institution, the University serves the entire state of Ohio through its missions of teaching, research, and related public service."

"This action serves as a symbolic reaffirmation to the people of Ohio that our University is truly their University," President Edward H. Jennings said.

"We exist to serve the entire state—through the educational opportunities that we provide to its sons and daughters, the knowledge that is revealed through our wide-ranging research undertakings, and the efforts that we lead to improve the quality of life for our neighbors and fellow citizens."

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Sullivant's seal was used until 1940, when a new design by the late Professor Thomas E. French was adopted that incorporated the present symbols. The trustees in 1952 approved a revision of the seal done by the late University architect, Howard Dwight Smith.
COLUMBUS, Ohio -- The Board of Trustees of Ohio State University on Friday (7/11) approved a revision of the university's official seal.

The new version of the seal replaces the word "Columbus" with the year of the university's founding, 1870. The revised seal was adopted for all official university uses effective July 1, 1987.

The trustees' action also eliminated the regional campus seals in favor of the single revised university seal. The regional campuses had incorporated their city names in their seals.

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the seal done by the late university architect, Howard Dwight Smith.

new seal           old seal

Written by Steve Sterrett.  (Tr/9)
Columbus dropped from new OSU seal

By Bentley Boyd
Dispatch Staff Reporter

Ohio State University trustees yesterday said *Goodbye Columbus* and voted to replace the city's name at the bottom of the official OSU seal with the university's founding date, 1870.

City officials are only mildly disappointed at the change, said Davyd Yost, spokesman for Mayor Dana G. Rinehart. No one is too worried because of the long association that has existed between the city and OSU, Yost said.

"Columbus and Ohio State are inextricably linked in the minds of the public worldwide," he said. "We're proud that OSU is in Columbus and not Detroit or California or anywhere else."

The trustees also eliminated regional campus seals in favor of the single, revised university seal. Previously, the regional campuses had their city names in place of "Columbus" on the seal.

OSU President Edward H. Jennings said the university made the symbolic move to reflect its growth in size and importance since the seal was first created in 1871.

A resolution approved by trustees said, "The university's influence and reputation, potential body of students and alumni population extend throughout Ohio, across the United States, and around the world. . . . The board of trustees proudly acknowledges that the Ohio State University serves all Ohioans and is international in scope, influence, and reputation."

The change will become effec-
tive July 1, 1987, to give OSU time
to change signs and use its sta-
tionery with the old seals on it,
Jennings said.

Malcolm Baroway, executive
director of communications for
OSU, said the cost of conversion to
the new seal will be about $10,000.
The major changes involve signs
at the entrances of each of the five
regional campuses and several
signs at entrances to the main
campus.

Seals appear on university di-
diplomas, and the last graduates to
get those with the old seal will be
the August class.

In other action, trustees:

• Authorized measures to be-
gin construction of a new Bio-
technology Center. Phase 1 of the
project will include remodeling
Rightmire Hall, at 1060 Carmack
Rd. on the West Campus, for the
center's office headquarters and

initial laboratory space, at an esti-
inated cost of $680,000.Comple-
tion is expected within a year.

• Appointed Frederick Hut-
chinson vice president for agricul-
tural administration and execu-
tive dean of the College of Agri-
culture, retroactive to July 1. He
had been acting vice president and
dean since February. He succeeds
Max Lennon, who became presi-
dent of Clemson University on
March 1. Hutchinson will be paid
$93,720 a year.

• Formalized a joint degree
program with Kent State Univer-
sity for the master of library sci-
ence degree. The institutions had
been negotiating on an informal
basis. The formalized program
could begin in September.
Seal change reflects statewide influence

By Ginger Pullen
Lantern staff writer

The OSU Board of Trustees is hoping to improve the image of the university by giving its seal a minor makeover.

In Friday’s meeting, the board approved a revision of the university’s official seal.

The new version of the seal replaces the word “Columbus” with “1870,” the year the University was founded. The revised seal was adopted for all official university uses effective July 1, 1987.

In his proposal to the board, President Edward H. Jennings said, “As I go around the state of Ohio, I find that there is increasing acknowledgment of the breadth and depth of Ohio State’s influence and Ohio State’s advantages to the state of Ohio.” In order to recognize OSU’s state-wide mission, the university should symbolically show that mission in all they do,” he said.

“We had, since the early days, not done that symbolically in the form of a seal of the University,” Jennings said. With the change, the seal would symbolically recognize that Ohio State is the flagship university of the state of Ohio, he said.

The change will not go into effect until next year in order to give people the opportunity to make the adjustment, Jennings said.

Dan Heinlen, Director of Alumni Affairs for the Alumni Association, said the change would not affect his or many other departments on campus because most of them do not use the seal on their materials.

“We will have to change the giant hanging mirror plaque on the wall of the alumni lounge that was a gift to the university from a graduating class,” he said.

The original university seal, which was designed by Joseph Sullivan, was adopted in 1871. Sullivan was a member of the Board of Trustees and a prominent figure in OSU’s early history.

This seal was used until 1940 when a new design by Professor Thomas E. French, incorporating the present symbols, was adopted. In 1952, the trustees approved a revision of the seal done by university architect Howard Dwight Smith.

The 1952 seal is the one the board voted unanimously to change in Friday’s meeting. The regional campus seals will also be changed to be identical to the central campus seal. Previously, each campus had its own seal.
City brass unhappy with new OSU seal

By Veneta Meredith
Lantern staff writer

Columbus is gone but not forgotten.
City officials are unhappy about the removal of Columbus from the OSU seal but agree it's no cause for alarm.
City Councilman John Maloney said the change in the seal will affect Ohio State more than Columbus.

"I think they made a mistake when they disassociated themselves with Columbus, but I don't think it can hurt us too much," he said.

The revision of the official seal was unanimously approved Friday by the OSU Board of Trustees. The revised seal, replacing "Columbus" with "1870," the year the university was founded, will go into effect July 1, 1987.

The location was stricken from the seal as a symbol of the university's service to the entire state.

President Edward H. Jennings said in his proposal to the board that the revision should be made to "recognize OSU's statewide mission."

Davyd Yost, the mayor's press secretary, said Mayor Dana G. Rinehart was disappointed but optimistic about the change.

"We would have liked to have seen it stay," Yost said. "We're proud of the fact that Ohio State is part of Columbus."

Yost said Ohio State and Columbus will always be linked in people's minds, with or without the seal.

"It's one of the largest universities in the nation," he said. "Everyone knows where it is."

Councilman Ben Espy said he was surprised and disappointed to hear of the change.

He said Columbus can be taken from the OSU seal, but Ohio State can never be taken from Columbus.

"The university has always been associated with Columbus and will continue to be," Espy said.

"Columbus will still appear on letters and address labels," he said. "They can't take that away."

Espy said the absence of the city position on the seal will not actually do damage to Columbus.

"But I'm not overly enthused," he said. "It was a big plus having it on there."

The presence of the city on the seal helped the promotional efforts of the Columbus Chamber of Commerce, said Michael Evans, director of public relations for the chamber.

"Obviously the reinforcement was there," he said, "but taking it off won't hurt our efforts."
This medal was brought to Bob Tibbetts' area and to us on 9-12-89 by Richard Schifferly of Waterville, Ohio. See notes below:

Bronze (?) medalion. Two rivets originally attached to back side, as if for mounting to some surface.

Legend around outer ring: Ohio State University.
Columbus, O.

Legend on pyramid:
- Letters
- Science
- Arts
- Agriculture

on base: Knowledge
below: 1870
Sealing the seal on OSU’s Oval

Christopher Widner of Mauger Landscape Construction, Pataskala, caulked a copy of the seal of The Ohio State University as it was installed at the east end of the Oval yesterday. The seal is a gift from the class of 1988.
The Ohio State University
Trademark and Licensing
33 West Eleventh Avenue
Room 204
Columbus, Ohio 43201-2013
Attention: Julia

Dear Julia:

Based on our telephone conversation of August 25, 1993, here are photographs of the medallion we discussed. It was found in 1974 or 1975 near Vandalia along an old canal close to the Little Miami River.

From the photographs, you can see the medallion is two inches in diameter; on the back there appears to be what once was a stud (bolt) and nut or some other means of attaching it to a flat surface.

On the front the words "Ohio State University, Columbus, O." are along the circumference and the words "Science, Art, Agriculture" above the word "Knowledge" appear on the pyramid in the center. Also, the serial number, 144, on the front makes this item very interesting.

Since I am a former Buckeye, I would like to learn any historical details regarding this item. You said you may need to contact the University archives for their assistance; you certainly may forward this information to them. This medallion, or whatever it is properly termed, may be of sentimental value to its original owner, should that person be alive, or to his/her offspring.

Please contact me if you have any questions or have any information available.

Sincerely,

William J. Rogerson
404 David Lane
Knoxville, TN 37922
W:(615)241-3889
H:(615)690-6156
University Seal

The different seals are shown on these I.D. stickers.