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**VERMONT STATE UNIVERSITY UNVEILS
NEW UNIFIED BRAND IDENTITY & LOGO**

Marking a Major Milestone in Transformation of Higher Education in Vermont

Montpelier, VT: [Vermont State University](https://www.vermontstate.edu/), the first statewide, hybrid higher education institution in the United States, launched its unified brand identity and logo during a live virtual broadcast today. The unveiling is a major milestone in a transformation process unifying three institutions – Castleton University, Northern Vermont University, and Vermont Technical College. Sixteen months ago, the Vermont State Colleges System initiated a strategic transformation process to redesign its system such that it could continue to deliver on its mission to Vermont and achieve financial stability.

The logo design, which features three triangles intersecting, represents the Vermont landscape and the connection between the three schools as they come together to chart a new path forward for higher education in the state. It was completed by Vermont-based company Solidarity of Unbridled Labour. More than 3,000 faculty, students, staff, alumni, and community partners have provided feedback throughout the process.

“Our Vermont State University brand identity emphasizes the idea of togetherness. Together, we can do great things,” said Sophie Zdatny, Chancellor of the Vermont State Colleges System.

“Together we are engaging in the hard work of transformation to bring together our individual strengths to provide innovative, affordable, and accessible higher education to Vermonters from all walks of life. Now, the logo is a symbol of our unification and our shared commitment to meet the needs of our students and the state of Vermont.”

Students, faculty, and staff from Castleton, Northern Vermont University, and Vermont Technical College joined Dr. Parwinder Grewal, who was named the inaugural president of Vermont State University in April 2022, to unveil the university’s new logo and share the brand identity, which celebrates that Vermont State University is at ***the heart of Vermont*** — a university of the people, driven by ***fearless innovation and exploration***, developing students who are both ***doers and thinkers***, with an ***expansive, yet intimate*** feel, and encouraging everyone to ***dream big and dream differently***.

“Vermont State University is for every Vermonter who wants access to higher education; it’s also for Vermont – we are here to meet the state’s evolving and emerging needs. We’re transforming the way we think about college and leading the way with the nation’s first statewide, community-engaged and student-centered hybrid university,” Dr. Grewal said.

Enriched with multiple campuses and integrated within its host communities, Vermont State University is set to offer liberal arts, technical, and professional programs to students statewide and beyond.

“By bringing together the best of its programs, resources, and teachers, this new state university becomes a beacon of opportunity for all of us in Vermont and around the world to make our education truly one-of-a-kind,” said Ryan Cooney, a Class of 2022 Vermont Technical College student and VSCS student trustee.

Vermont State University opens its doors to its first class of students in the fall of 2023. Students admitted and matriculated this year will be the first students to graduate from the new university. Vermont State University will phase in its new brand identity and logo over the next year.

To learn more, please visit: <https://vermontstate.vsc.edu>

To secure brand assets, please see: <https://drive.google.com/drive/folders/14vuitaH0Er8t6V1ocTEcg-XtwUDWplOo?usp=sharing>

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ABOUT VERMONT STATE UNIVERSITY

In 2020, the Vermont State Colleges System embarked on a period of transformation to unify Castleton University, Northern Vermont University, and Vermont Technical College into a single accredited entity by July 1, 2023, with administrative transformation and physical transformation over the next five years. When fully transitioned, the Vermont State Colleges system will be comprised of Vermont State University and the Community College of Vermont (CCV). The new University will increase the reach of learning opportunities for all learners, fueling Vermont’s economic pipeline, and creating opportunities for learners of all ages who would otherwise lack access to affordable higher education opportunities.