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MacEwan University unveils new Griffins logo

Edmonton – With a storied history of excellence going back more than half a century to the first season of MacEwan Athletics in 1974-75, the Griffins are proud to introduce a rebrand that will help usher in a new era over the next 50 years.

The new logo – featuring a sleek reimagining of the Griffin – was designed by Curtis Ogrodiuk (Visual Communications and Digital Media, '06) and his cutting-edge Edmonton-based sports logo design company, Artslinger.

“In our strategic vision, we talk about being 'Grand as a Griffin' to project bold ideas of what MacEwan students will become and what they will achieve,” said Dr. Annette Trimbee, president and vice-chancellor. “It means being ‘in the mix,’ working effectively with others and demonstrating a competitive edge. The Griffin symbolizes MacEwan in these ways, and our athletes model it.”

“Today marks an exciting new chapter in MacEwan Athletics,” said Joel Mrak, director of athletics. “Our new logo takes a bold step forward for the Griffins and the refreshed brand identity reflects the strength, passion and grittiness that define our student athletes and our entire university campus. Every detail of this new look was designed with our community in mind – those who compete, those who cheer from the stands and those who wear our colours with pride.”

Artslinger, founded in 2009 by Ogrodiuk, has previously designed logos for Canada West and the Mount Royal University Cougars, among many others.

This project took on a special significance for Ogrodiuk, an alum of the Griffins men's hockey team (2003-06) and member of the program's first ACAC Championship team in 2003-04.

"It was very cool to be able to work on this project," said Ogrodiuk. "Being a graduate of the school's design program in 2006 and playing on the men's hockey team, you could say I started this project 22 years ago."

The rebrand is the ninth redesign in MacEwan Griffins' history and the first since a minor tweak was made to the banner of the previous logo in 2016. It's also the first major redesign of the Griffin since 2001.

For more information, please contact archerj24@macewan.ca

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.