

AUGSBURG
UNIVERSITY

150

AUGSBURG UNIVERSITY

1869-2019

SESQUICENTENNIAL VISUAL OVERVIEW



Dear alumni, families, and friends of Augsburg,

In just a few years, at Homecoming in 2019, Augsburg celebrates 150 years as a University. Our sesquicentennial will be a year-long opportunity to reflect on our past and present – to honor our leaders and legacies, and also to discover our roots. One of the most important aspects of celebration will be the chance to honor students, past and present, and their place in the unfolding history of the University. As alumni, faculty and staff, and co-chairs of this year-long anniversary celebration, we feel so lucky to be here and at the table for all that is about to unfold.

Our history with Augsburg is decades long, but it covers only a fraction of what we hope to discover in this milestone year for the University. We're looking forward to learning so much about the University and its history. There's even a book in the works! History professor Phil Adamo has been researching Augsburg's history with students, and this spring will be teaching his first class on Augsburg history.

Our 150th anniversary as a University is a landmark celebration for the entire community. The planning begins now. Everyone is welcome at this table, and you can help.

All alumni, families, and friends are invited to help the University pay tribute to its history, leadership, and our place in in Cedar-Riverside. We hope to honor our alumni, departments, athletics, founders, programs, and partners who have played a significant part in shaping Augsburg into all that it is today. We're reaching out to all academic departments, campus programs, and athletic groups for their input on what will make the celebration of our sesquicentennial year special for all of us. We want to hear from you, too.

Please share your best ideas at augsborg.edu/150.

We hope to hear from you!

Darcey Engen '88 and Jeff Swenson '79
Chairs of the Sesquicentennial Planning Committee

sesquicentennial celebration

The Augsburg community will mark the institution's sesquicentennial from September 2019 through September 2020. The yearlong celebration will kick off with a gala on Saturday, September 21, 2019 and run through Homecoming 2020, September 21-26. These events—and others throughout the year—will lift up an Augsburg that remains faithful to its founding principles, honors our history, and is deeply relevant to the needs of our world today. We will look back on the tremendous impact Augsburg and our faculty, staff, and alumni have made and look forward to how Augsburg will continue to be big for the world for generations to come.

sesquicentennial goals

- Foster an understanding that all Auggies, past, present, and future, are part of one Augsburg with a consistent story across the decades. Promote connections and a shared sense of pride among alumni, faculty, staff, and students of different generations.
- Leverage the occasion of the sesquicentennial to garner attention for our many successes. Demonstrate the impact Augsburg has on our cities, state, nation, and beyond. By offering access to academic excellence, service, and professional opportunity, we are truly big for the world.
- Inspire deeper alumni engagement and donor commitments, including supporting a successful endowment campaign that will set the stage for the next 150 years.

sesquicentennial character & tone

Consistent with the goal of fostering an inclusive Augsburg community that embraces all generations of Auggies, while our communications may vary by audience, all will share a consistent voice (see Auggie Brand Voice). Writing for the sesquicentennial should be celebratory and emphasize an Augsburg that remains faithful to its founding principles, honors our history, and is deeply relevant to the challenges that face our world today. Augsburg is a new kind of student-centered urban university, small to our students and big for the world.

sesquicentennial
art marks



black & white



second color option



reversed



reversed



second color option



black & white

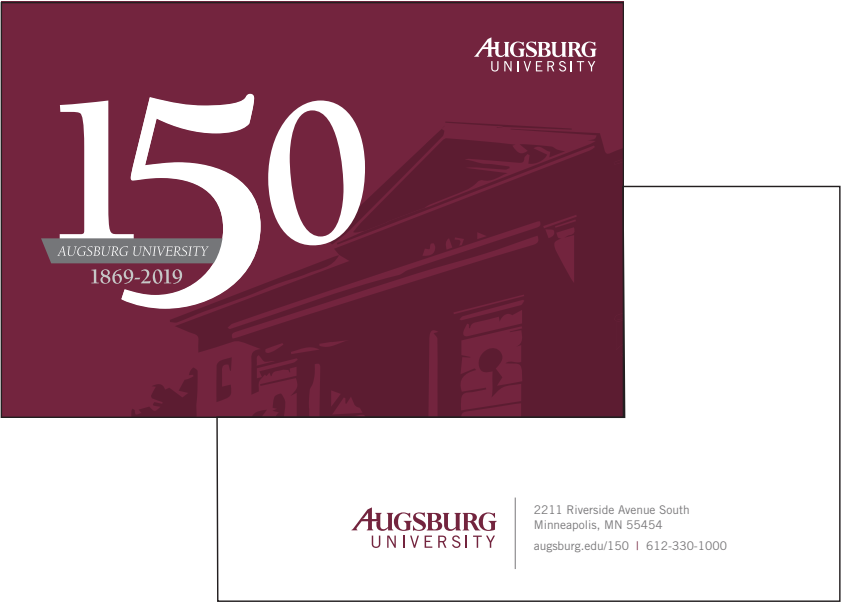
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stationery



letterhead option 1



letterhead option 2



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