

## New University Logo, Same Great Education

A 10-MONTH development process, which involved campus and community participation, has culminated in a new logo that illustrates graphically the University's distinctive strength as the intellectual thought leader for the San Francisco Bay Area.

The new logo emphasizes "SF State" as the shortened form of the University's name in lieu of the acronym "SFSU." Elements within the logo include the date of the University's founding—1899



—to emphasize the University's rich history; stylized renditions of both the Golden Gate Bridge and the Marin Headlands, to emphasize the University's prominent location in San Francisco, on the Pacific Rim; and illustrations of a flame and a classical goddess of wisdom, to represent commitment to enlightenment and learning.

The logo replaces the purple and gold rectangular logotype on all University stationery, publications and Web sites.

The official University seal will remain on transcripts and materials associated with Commencement.



SAN FRANCISCO  
STATE UNIVERSITY



IMAGE COURTESY WESTFIELD CENTER

## A New 'Dome' Sweet Home for SF State

**COLLEGE OF BUSINESS** graduate programs and the entire College of Extended Learning will soon move to a home at the heart of San Francisco's central business district—a place, according to *The Wall Street Journal*, that is "poised to shake up the city's retail landscape."

In January, SF State's Downtown Campus will open at the Westfield Centre at 835 Market Street. With more than 100 stores and boutiques, restaurants and theaters, the bustling Westfield is one of the largest urban retail centers in the U.S.

"San Francisco State's alumni drive the region's economy, and it is time for us to have a major academic presence in the heart of the business community," says SF State President Robert A. Corrigan. "The Westfield Centre offers our business and extended learning students—many of whom are working

professionals—a location with unparalleled access to public transportation, parking, restaurants and services."

The entire sixth floor and a portion of the fifth floor of Westfield's office component will house SF State activities and programs related to business, continuing education and community outreach. Among them, the University's Institute for Next Generation Internet, a catalyst for driving digital-media education and economic development.

The Downtown Campus' 31 classrooms and nine computer labs will overlook the building's stately centerpiece—a 250-ton steel and glass dome (a remnant of the building's past life as the Emporium department store). Windows on both sides will offer views of Westfield's rotunda and of the city. The Downtown Campus will serve an estimated 7,700 students.