

## Appalachian State Announces Logo Changes

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Appalachian State University has announced changes to its library of athletics logos, effective December 1

The biggest change is that due to its significant historical meaning and great response from students, alumni and fans since it was reintroduced as a temporary throwback logo in 2012, what has been known over the past year as the “Vintage Yosef” logo will be permanently introduced as an official secondary mark for Appalachian State athletics.

Going forward, the popular logo will be known as “Victory Yosef.” The logo will be prominently featured on merchandise available at outlets throughout the region during the holiday season, including Appalachian State’s University Bookstore and Sports Fanatic in the Boone Mall.

“The excitement that Victory Yosef has generated among our students, alumni and fans since we introduced it as a throwback logo last fall has been overwhelming,” Appalachian State director of athletics **Charlie Cobb** said. “Due to its popularity, it only made sense to make Victory Yosef a permanent part of our branding. We hope that it endures as a recognizable mark of Appalachian athletics for years to come.”

“Traditional logos with strong mascots are hot in the market right now and we are excited that Appalachian State has chosen to permanently introduce the Victory Yosef logo to its official logo library,” said **Lewis Hardy**, president and CEO of Licensing Resource Group, Appalachian State’s licensing management partner. “The Victory Yosef logo has stood the test of time and will remain very popular in the marketplace going forward.”

Appalachian State’s primary logo — the popular and recognizable Block A — has undergone minimal changes to create consistency in its use. The black-bodied Block A featured on this year’s football uniforms also becomes an official part of Appalachian’s logo library as a secondary logo and will become available on merchandise available to fans in the marketplace.

Finally, the “Yosef Head” logo introduced in 1999 will be retired from official use.