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Goldie Mascot Illustration

Mascot History

New Goldie
Mascot Costume

Retro Sports Logo

Student-created
Goldie Artwork

Northeastern Illinois University's mascot is the Golden Eagle. An official logo for athletics exisited until intercollegiate sports was eliminated in 1998. Without the further existence of sports, the logo became part of the university's offically approved secondary logos, only futher used by Campus Recreation. In response to the lack of sports and need of school pride, the unofficial NEIU mascot, named "Goldie" was created by a student in the early 2000's. This version had quickly spread across campus and eventually became attached to Student Leadership Development. In 2016, the university invested in updating the physical mascot costume. With the new mascot costume, began the initial conversations of updating the old mascot illustration.

Mascot Illustration Research

A competitive analysis was conducted on many of our peer institutions. We also looked at professional programs that were represented by an eagle. With a collective look at over 50 professional mascot illustrations, we came up with several goals for our mascot illustration.

Goals:

• The illustration should represent the personality research conducted in 2019 and highlight the tenacity and determination of our students.

• The final illustration should be on par with other educational institutions represented by an eagle (Boston College, Marquette, Southern Miss, etc.).

• The final illustration should be ready for collegiate sports, should the university bring them back.

• The final illustration should resemble the Goldie costume.

• The illustration should align with the elements outlined in NEIU's official brand guidelines.

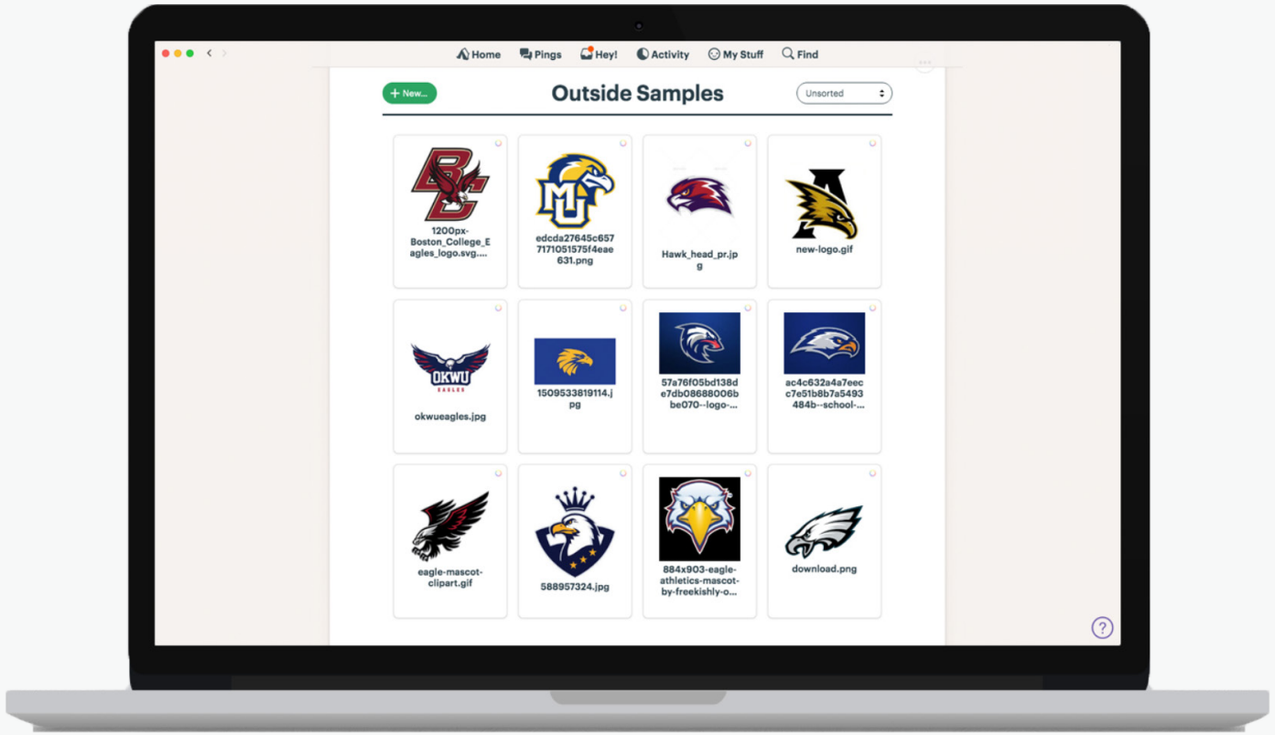

Illustration Concepts

Referencing the collection of professional mascot illustrations and images of golden eagles, many variations were created at different angles, different styles, with bodies, without bodies, etc. There were over 25 drawings and variations in total.

The final illustration represented our brand in both personaility research and guidelines. It was important that the illustration represented tenacity, resilience and perseverance, without appearing overly aggresive, while using our color palette and resembling the Golden Eagle mascot costume.

Ultimately, two variations of the illustration were created--the standalone illustration and the acronym illustration.

Final stand alone illustration

Final illustration with acronym

Illustration rollout

The new mascot illustration was introduced in 2021. A series of teasers went out on social media, over the course of 3 weeks to build up to the reveal. The illustration was recieved widely with praise and has been been requested for usage across the university. The new “Goldie” can be seen on t-shirts, promo items, print materials, and in large-scale formats around the center of campus.