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■ UNIVERSITY

Although the University has already used the new Duck logo (left) on its 1994-95 parking permits, University officials say there are no plans to replace the more familiar Donald anytime soon.

Disney's limits on Donald lead University to create new logo

Samantha Martin
Oregon Daily Emerald

Out-of-state Oregon Duck fans and vendors have been out of luck since 1991 if they wished to purchase or sell University merchandise with the Oregon Duck logo.

However, a new bird has flown in to provide out-of-state vendors more opportunities to feature a fowl-feathered face on University memorabilia.

Contract limitations with the Walt Disney company, which owns the rights to the Donald Duck image used by the University, have limited the sale of merchandise bearing the duck logo to certain locations within the state of Oregon and specific out-of-state sporting events, such as the Rose Bowl, said Debbie McCabe, licensing coordinator for the University.

That has left out-of-state vendors without any kind of duck image to use on sweatshirts, keychains and other merchandise. So a new duck was created for use out-of-state.

"Revenue from licensing and merchandising of mascots is traditionally a large chunk of income at Pac-10 schools," said Tom Hager, director of communications for the University. "The idea is to make some money."

The University, which holds the rights to certain logo images such as the interlocking U and O, receives a percentage of profits from vendors who sell University merchandise using those images.

> *"It has been reported back to us that many alumni were afraid that this would replace Donald Duck.*
>
> **— DENNIS SANFILIPPO**
> Director of public relations, Funk and Associates

Hager also said there was no plan to cut back on the places where the original Oregon Duck is currently being used.

Plans for an additional logo have been incubating at the Eugene design firm Funk and Associates for some time now, as the firm was approached by the University more than a year ago to come up with a design for another logo option for out-of-state merchandise, said Dennis Sanfilippo, director of public relations for Funk and Associates.

The firm, along with other national design companies, received an open invitation to design the additional logo. Sanfilippo said the firm was required to submit three variations of seven different ideas for an additional logo. Finalists were chosen, and the duck logo created by Funk and Associates was judged to be feathers above the rest. Funk and Associates received a flat fee for the design, and will not receive future revenue percentages from sales featuring the new duck.

The final version of the new duck was approved approximately one year ago, and appeared on the University's 1994-95 parking permits.

The additional duck is a far fetch from the Oregon Duck, with a stern demeanor and a less comical appearance than the Donald Duck look-alike.

"What you translate as solemn, we translate as fierce," Sanfilippo said of the new duck. "We had design criteria that was very specific to not make the duck cartoonish." Sanfilippo said the original request for an additional logo was not limited to a duck design only. Early designs created by Funk and Associates didn't have a duck, but designers gravitated toward a duck image in the long run, Sanfilippo said.

Has the new duck ruffled any feathers of loyal Donald fans so far?

"It has been reported back to us that many alumni were afraid that this would replace Donald Duck," Sanfilippo said. "We've also heard rumors that the duck was 'too fierce-looking'."

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