

Sports in Brief

Bonn, Hummel race in Maine

Texas A&M's distance runners Tommy Bonn and Mike Hummel competed among hundreds of the best distance runners in the world at the New Balance Maine Distance Festival 2000 in Brunswick, Maine, last Saturday.

In the 1,500-meter run, Bonn and Hummel finished fourth and sixth, respectively, among collegiate runners. In a field of more than 35 competitors, the duo finished 18th and 24th, overall.

Bonn clocked in with a time of 3:44.61, a personal best, placing him third on the A&M performers' list behind Scott Gravin (3:43.85) and Calvin Gaziano (3:44.29).

Hummel finished the race in 3:45.67, 32 seconds slower than his personal best.

Buckner set to coach equestrians

Tana Buckner was named Texas A&M's equestrian coach by A&M Athletic Director Wally Groff and Dr. Gary Potter, professor of animal science and leader of the Equine Sciences Program.

Buckner served as the Aggies western coach last year while completing the requirements for a master's degree in agriculture. She will be A&M's first head coach for the equestrian team, which became a varsity sport at A&M in 1999 and spent the first season without a head coach.

Buckner has spent the past four years coaching the English and western disciplines at Colorado State and Texas A&M, while earning undergraduate and postgraduate degrees in equine science and agriculture, respectively.

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Athletic Department revamps logo

REECE FLOOD
The Battalion

For the past 10 years, Texas A&M Athletic Director Wally Groff and the Athletic Department have been toying with the idea of revamping the A&M logo. With the help of Nike and a committee of A&M students, staff and several organizations, the athletic department has done just that.



The primary logos of "ATM" and "Texas A&M" were not replaced by a new logo, but instead were made uniform.

"Our first goal was to standardize what we currently have," Groff said, "and that is the 'Texas A&M' and the 'ATM.'"

With the new standardized version of these logos, any time an "ATM" or an "A&M" is printed on a uniform or used for merchandising, it must meet the dimensions specified by the Athletic Department.

The standardized logos will be placed on all new athletic uniforms so that each team will use the same symbol.

Some sports at A&M currently are using logos that differ from other sports' uniforms. The most notable is the baseball team, which features "Texas" in large print on the front of its jerseys and "Aggies" printed directly below in smaller print.

"We want everybody to be the same," Groff said. "All of our teams will have 'Texas A&M' on them."

Groff said each new uniform the school buys will display a matching "Texas A&M" and/or "ATM."

"I think it's good business in trying to create a visual identity that America can associate A&M with," Groff said.

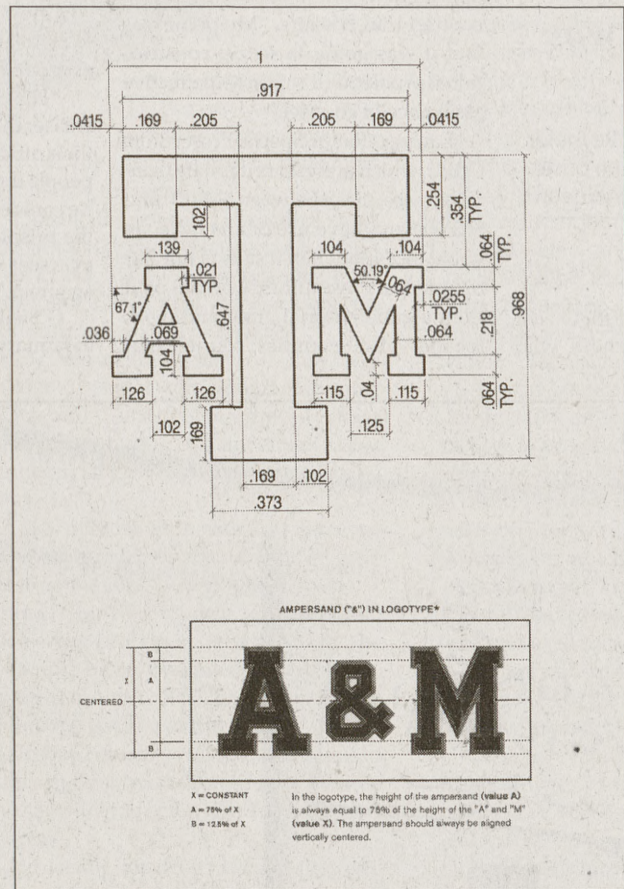
In addition to standardizing the current logos, the Athletic Department decided to add a little variety to the mix. "The other thing was to create some new secondary logos that

could be utilized by athletics if they wanted to, but not in place of a primary logo," Groff said.

The committee did some research in order to find appropriate logos to use. The New York Yankees-style overlapping "A" and "M," known as the "ligature," is not an entirely new concept for the school. Research turned up pictures of the 1901 football team, the 1912 baseball team and the 1923 track team using this style with a "C" on top, which stood for "A&M College."

The star overlapping a "T" is also a revamped version of a formerly used logo.

After the primary logo has been placed on a uniform, individ-



The block "ATM" and the "A&M" will have to meet these dimensions, set by the Athletic Department before printing.

ual coaches and teams can decide whether to add a secondary logo. Some merchandise featuring the new logos have been on sale for nearly a month and has received a variety of responses.

Jennifer Walker, a gift buyer at the Texas A&M Bookstore in the Memorial Student Center, said some of the new items received a few complaints from shoppers.

"At first, the 'A' and the 'M' over each other — there was a little reaction to that," Walker said.

Although sales started slowly, Walker said the new merchandise is becoming more popular with shoppers.

Stephen Summers, a freshman computer engineering major, is not impressed with the secondary logos.

"I would not say there is anything that I like or dislike about them," Summers said. "As long as they don't get rid of the old one, it will be cool."

Groff said that although the new and standardized logos will be introduced this fall, not all uniforms will feature the new style.

"Baseball buys one new set of uniforms every year," Groff said. "I'm not going to make them buy four new sets of uniforms. But the new set that we're ordering for this year will have [the standardized logo] on it."

The Athletic Department did not stop at modifying and creating logos.

"In the middle of all this, we decided, 'Hey, why don't we standardize our colors while we're at it?'" Groff said.

Maroon is available in several different shades. But now the athletic department has decided on one shade for all uniforms and merchandise.

Groff said it was important to have a large number of people involved with the committee "just to have a variety of input." Summers thinks the project may not have been worthwhile.

"I think it's an interesting endeavor, but I'm not sure if it was necessarily worth the time and the effort of that many people."



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