

# History of the LARA Logo

## 1985 – 1990's

This original “Loyola Crew” logo was created by Mrs. Mary Dunn. This was displayed on the tank top shirts of an underfunded boys’ team in 1985. There were several additional renditions of the original logo that include adding “Academy” to the emblem.



## 1990's – 2000's

Multiple LARA logos were used throughout the 1990's and early 2000's. The 2<sup>nd</sup> major evolution of the LARA logo transitioned from “Crew” to “Rowing”. Loyola Academy did not require LARA to comply with their guidelines for uniform visual identity for the school logo, seal and athletic logo.



## 2020 –

The lack of consistency led to the 3<sup>rd</sup> major rendition of the LARA logo. The goal in 2020 was to standardize the LARA logo and ensure greater compliance with the guidelines established by Loyola Academy. This 3<sup>rd</sup> version was an evolution grounded on maintaining the authenticity of the original design. The key founding stakeholders of “Loyola Crew” provided valuable historical perspective while recognizing the need to comply with the contemporary graphic standards of Loyola Academy.

