

FOR IMMEDIATE RELEASE

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MEDIA CONTACT:

Traci Parker

tparker1@carthage.edu

262-551-6396



Carthage College unveils new Firebirds logo

KENOSHA, Wis. – Carthage College unveiled a new athletics logo on Thursday, May 27, reflecting the College's new Firebirds team name.

In February, Carthage announced its 28 NCAA Division III athletic teams will compete as the Firebirds, replacing Red Men and Lady Reds. The name was chosen from an initial pool of nearly 500 suggestions submitted by students, alumni, parents, employees, and other supporters.

A mythical creature made of living fire or light, the firebird appears in the folklore of several cultures. In surveys, Carthaginians endorsing the name described it as "bold," "fierce," "uncommon," "majestic," and "inspiring."

The unveiling of the new logo caps off an exciting few months for Carthage Athletics. In addition to launching the new team name this spring, Carthage announced a new esports program and fielded 25 sports in a single season after the pandemic delayed fall and winter seasons. Seventy Carthage student-athletes earned all-conference honors during the expanded season, and the Carthage men's volleyball team won the 2021 NCAA DIII national championship after a 23-0 perfect season.

The new Firebirds logo was designed by Carthage graduate Pat Cummings. Cummings graduated from Carthage in 2004 with a degree in graphic design. He is now a senior graphic designer for a major international sportswear company. He also runs a design business that has created identities for Indy Eleven Professional Soccer and a variety of schools and businesses throughout the Midwest.

As a student, Cummings honed his design skills both in and out of the classroom. He interned in the Office of Marketing and Communications, where he helped develop an earlier iteration of the Carthage Athletics identity. He also played football at Carthage for two seasons "before realizing I was much better at art than blocking on the offensive line, but I was always on the sidelines cheering on my friends."

“As a Carthage alumnus, I'm so proud to have helped Carthage on the journey to the Firebird era,” Cummings says. “Being able to combine the two passions that drew me to Carthage in the first place — design and athletics — is one of the greatest honors of my career. My time at Carthage is filled with so many great memories, and I know I wouldn't be the person I am today without it.”

“After a thorough process, I am excited for Carthage everywhere to see the new Firebird identity,” said Carthage Athletic Director Nate Stewart. “I want to thank Pat for his hard work and incredible vision in designing the logo. It is a great day to be a Firebird!”

See the new logo and watch the reveal video at <https://athletics.carthage.edu>.



About Carthage

Carthage College is raising expectations for a private college experience. It blends the best liberal arts traditions with desirable degree programs, transformative learning opportunities, personal attention from distinguished faculty, and a focus on career development, which makes its graduates competitive in the workforce. Founded in 1847, Carthage is located on an idyllic shore of Lake Michigan in Kenosha, Wisconsin, in the thriving corridor between Milwaukee and Chicago. Grow with Carthage: www.carthage.edu