

# HAPPILY STUCK IN ITHACA

**Monday, August 23, 2004**

## **Cornell.edu**

My alma mater finally launched their [new web site](#) today. It is a vast improvement over the site that looked like a third-grader might have put together as a class project. I would cringe everytime that site came up. Needless to say, it was not appropriate for an ivy-league school.

The most obvious omission in the launch, however, is that there is no new logo included. Anyone who is involved with Cornell is waiting with baited breath to see what the new logo will be. The current logo, the red square with 'Cornell' in the middle of it, was reminiscent of just about every lame-ass unimaginative square logo from JCPenney's, H&R Block, the Gap, ad nauseum. When the new president arrived on campus, he re-branding the university (and replacing the horrid box logo) a top priority. What it will be replaced with is still a mystery, although most guesses are a shield insignia of some type. (Some earlier drafts of the Cornell.edu redesign show something in that vein.)

One of the coolest asides from this project has been how the design team used blog technology to disseminate news, deadline changes, and design concepts/screenshots for feedback. I've been following the redesign progress for the last few weeks on the [Cornell.edu Redesign Blog](#), which is definitely worth a read for the background alone.

Yay for blogs!  
| [private feedback](#) |

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**Hey! I'm Shane... a proud gay progressive Democrat in Ithaca, NY. This blog is about all the funny, obnoxious and thought-provoking things that happen in life and politics.**

**Drop me a line!**

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