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University's new logo to debut with merchandise line

An expanded merchandising program using the University's new "block N" logo will make its debut at the University's bookstore this spring. The merchandise, ranging from apparel for adults and children to entertainment products and gifts, also will include a growing line of seasonal items.

"We are going to provide new merchandise for boosters and University friends to sport their pride in the University — at home, in their cars, at their desks and on the go," says Marie Stewart, manager of the bookstore. "We think the new, clean University logo will be popular, and sales of these items will help support student success because all bookstore profits go for student programs, scholarships, facilities and a variety of services."

Last year the familiar logo of the state outline with a dot in Reno was retired and replaced with the more contemporary look that emphasizes the historic "N" for Nevada, and aligns with the popular athletic "N" with the wolf. The "N" has been part of the University's visual identity since the late 1800s, when it adorned the uniforms of the University's athletic teams. It also has been painted onto the hill above the Reno campus since 1913.

The introduction of the new logo followed a larger analysis of the University's distinctive strengths following significant growth and scholastic advances made in recent years. This work was a collaborative effort that involved several faculty recognized as experts in integrated marketing; alumni professionals in advertising, marketing and graphic design; and representatives of the University's administration, students and alumni.



University of Nevada, Reno
Statewide • Worldwide

NUMBERS

Rare bird: the native Nevadan

In Nevada, immigrants to the state outnumber the native born by three to one. In New York, it's almost the opposite.

Native Population Born in their State of Residence: 2005

Top five states	Percent	Bottom five states	Percent
1. New York	82.3%	47. Wyoming	43.1%
2. Louisiana	82.0%	48. Alaska	42.7%
3. Michigan	80.5%	49. Arizona	41.1%
4. Pennsylvania	80.1%	50. Florida	40.9%
5. Ohio	77.9%	51.* Nevada	26.4%

SOURCE: 2005 American Community Survey, U.S. Census Bureau
*Rankings included the District of Columbia

Outnumbered birds: Nevada chicks

Nevada has the distinction of having more single, eligible men per eligible woman than any other state. For every five unmarried women between the ages of 15 and 44, there are six unwed guys in the same age group. The District of Columbia and two states have the opposite problem: more eligible women than men.

Ratio of Unmarried Men, 15 to 44 years, per Unmarried Women, 15 to 44 years: 2005

Top five states	Ratio	Bottom five states	Ratio
1. Nevada	1.202-1	47. Delaware	1.03-1
2. North Dakota	1.201-1	48. Maryland	1-1
3. Alaska	1.189-1	49. Mississippi	.985-1
4. Hawaii	1.179-1	50. Louisiana	.983-1
5. Nebraska	1.171-1	51. District of Columbia	.934-1

SOURCE: 2005 American Community Survey, U.S. Census Bureau

