

Development of the Center For Coastal Studies Logo

In the early days of the Center for Coastal Studies, founder Wes Tunnell was looking for a way to graphically convey his vision for the fledgling research institute. He had already spent more than a decade studying coral reefs, the open waters of the Gulf of Mexico, estuarine ecosystems, and their watersheds. The new logo for the Center, he decided, would communicate the interconnectedness of these ecosystems.

After fulfilling a year-long research project in the Yucatan for his Fulbright scholarship, Tunnell returned to the university determined to educate his students that the entire Gulf of Mexico was one complex, linked system. He sat down with local artist, Dinah Bowman, expressed his thoughts on the subject, and the two came up with this design which artistically shows a mollusk, a fish, a marine bird, a shrimp, and marine vegetation intertwined in the circle of life. The logo has been used by the Center for Coastal Studies since 1984.

