



**MAD FOR MASCOTS**  
**Building Buzz**

FACE TIME: Since his debut in late 2007, Rocky, the University's mascot, has worked his way into the hearts of several organizations across campus. Drawn by University graphic artist Michael Osadciw, Rocky and his many incarnations can be found on buses, posters, websites, memorabilia, and special projects. Rocky was created to replace URbee, the previous version of the mascot, as part of a year-long, campuswide graphic identity effort led by Bill Murphy, vice president for communications, who is retiring at the end of July.

ILLUSTRATIONS BY MICHAEL OSADCIW

