

11-19-2018

## RWU Rolls Out Team Bus with New Hawks Logo

Edward Fitzpatrick  
*Roger Williams University*

Follow this and additional works at: [https://docs.rwu.edu/weekatroger\\_featured\\_news](https://docs.rwu.edu/weekatroger_featured_news)

 Part of the [Higher Education Commons](#)

---

### Recommended Citation

Fitzpatrick, Edward, "RWU Rolls Out Team Bus with New Hawks Logo" (2018). *Featured News Story*. 391.  
[https://docs.rwu.edu/weekatroger\\_featured\\_news/391](https://docs.rwu.edu/weekatroger_featured_news/391)

This News Article is brought to you for free and open access by the The Week at Roger at DOCS@RWU. It has been accepted for inclusion in Featured News Story by an authorized administrator of DOCS@RWU. For more information, please contact [mwu@rwu.edu](mailto:mwu@rwu.edu).

[Home](#)

# RWU Rolls Out Team Bus with New Hawks Logo

Roger Williams University Athletics and Fisher Bus Inc. unveil bus emblazoned with redesigned logo and updated color scheme.



November 19, 2018 | Edward Fitzpatrick

**BRISTOL, R.I.** – From now on, opposing athletics teams will know it when the Roger Williams University Hawks swoop into town.

Roger Williams University and Fisher Bus Inc. on Monday unveiled a team bus emblazoned with the new Hawks logo and updated color scheme.

“Wrapping the team bus with our new Hawks logo provides a boost to our varsity and club athletes when traveling,” RWU Vice President for Student Life John King said. “Credit Athletics Director Kiki Jacobs, our marketing and advancement teams, and especially Fisher Bus for this exciting collaboration.”

## RWU Rolls Out Team Bus with New Hawk Logo



In the past, the team bus contained no university logo or other identification. But RWU’s fierce new Hawks logo will announce the arrival of athletics teams – beginning Monday night, when the RWU hockey team plays Bridgewater State, in Massachusetts.

Kristin “Kiki” Jacobs, RWU’s Director of Athletics, Intramurals and Recreation, said that when the University negotiated a new contract with Fisher Bus Inc., it made the bus logo a priority. So there was no additional cost to the University.

“It’s a source of pride for the student-athlete,” Jacobs said. “More schools are going toward this. It really shows our commitment to athletics and the student-athlete experience. It’s essentially a moving billboard for the school, and it will make us better known in the community.”

Ryan Fisher – a 2008 RWU graduate who is now operations manager for Fisher Bus Inc., based in Somerset, Mass. – said the new Hawks logo is much more modern and three-dimensional than the prior Hawks logo. And he said it will send an unmistakable message when the bus pulls onto an opposing team’s campus: “We’re here to play. We’re here to win.”

The bus now bears the new logo and color palette that RWU unveiled in July. The modernized look aims to help foster a strong, unified visual identity for RWU Athletics that is more cohesive with the overall University. That combination is expected to strengthen RWU’s brand identity and awareness.

**ATHLETICS**   **LIFE@RWU**