



‘Burg!

KCWU-FM submission to be considered in the category of M03- Best Logo.

We’re submitting our “‘Burg!” logo, a bold, high-impact design that turns our beloved mascot, ‘Burgfoot, into an icon. Drawing inspiration from the legendary OBEY brand and its Andre the Giant portrait, we reimagined that rebellious, street-art energy through the lens of our station’s creative personality. The result is a striking visual that celebrates KCWU-FM’s identity and the character that makes our brand unforgettable.



The design quickly became a hit, featured on collectible buttons and a wildly popular bumper sticker that’s now seen across campus and around town. ‘Burgfoot isn’t just our mascot anymore, it’s a movement.



Promo

<https://www.instagram.com/reel/DMdlqBeIPs/>

